

SEP 1 1933

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXIV

SEPTEMBER 9, 1933

NO. 11

13
AT
DINNER

AGATHA CHRISTIE
author of PERIL AT END HOUSE etc.

THE GREAT MURDER MYSTERY OF THE FALL!

A new full-length
Hercule Poirot
story by the au-
thor of "The Mur-
der of Roger
Ackroyd," "The
Mystery of the
Blue Train," etc.

Coming
September 22nd
Price \$2.00

Dodd, Mead & Co.
449 Fourth Avenue
New York



Only a Memorable Novel Could Merit Such an Accolade as This

DONALD GORDON: "A A A. It's an exquisitely written story."

MARCELLA BURNS HAHNER: "A beautiful and exquisitely simple romance, and what a relief it is to find a book of such charm."

VIRGINIA KIRKUS, Reviewer for Ladies Home Journal: "An amazingly mature book, from a young writer. . . . There is a simplicity, a directness, a quiet power in this tale. A book that will stir the reader to the depths."

CHARLES A. BURKHARDT: "If I am any judge, it will be among the best-selling Fall books."

HEYWOOD BROWN: "A charming love story . . . important because of the sensitiveness and tenderness of its delineation . . . never loses the brilliant and biting color from its background."

GERTRUDE ATHERTON: "A delicate and exquisite piece of work, and should please a public rather glutted, I should think, with jazz and realism. I hope it will be the novel of the year. In fact I should think it might have much the same success as 'The Good Earth.'"

NO SECOND SPRING

**THE \$20,000
PRIZE NOVEL**

By JANET BEITH

*Have you ordered posters and promotion material for
display on No Second Spring? Publication September 15.
\$2.50*

Don't Overlook These!

ACTION AND PASSION
By P. C. Wren

A sea story that will have readers walking the plank to your door. \$2.00

PAT OF SILVER BUSH
By L. M. Montgomery

Another long-time seller from the pen of the author of *Anne of Green Gables*. \$2.00

THE WHEEL OF LIFE
By Hermynia zur Mühlen

Will have as fine a critical reception as any novel of the year. Watch it! \$2.00

THE MERE LIVING
By B. Bergson Spiro

Harry Hansen says: "The author makes every detail interesting." \$2.00

All of these books will be nationally advertised.

FREDERICK A. STOKES CO., 443 Fourth Ave. New York

THE Proselyte

A novel
BY SUSAN ERTZ

September 29 is the publication date for Susan Ertz's novel, "The Proselyte." Here is a story of pioneering that partakes of the panoramic grandeur and the human drama of the great journey to the West. An English girl dares the untried ways leading across the ocean and on out to the Mormon settlement of Brigham Young. The author of "Madame Claire" and "The Galaxy" surpasses herself in this gripping story.

\$2.50

D. APPLETON-CENTURY COMPANY

35 West 32nd Street

New York

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.



IT STARTS with two murders; a poisoning and a drowning . . . and then suddenly, as you see above, a face appears in a mirror . . . The lady in the photo is a newspaper reporter who happens to be aboard the boat for a rest cure. She doesn't get it, of course. **S.S. MURDER** is the most exciting mystery Q. Patrick has ever written. It will be published September 28th at \$2.00. FARRAR & RINEHART, 9 East 41st Street, New York

S. S. MURDER

by Q. PATRICK

Author of MURDER AT CAMBRIDGE, COTTAGE SINISTER, etc.

To be published October 18

LONG PENNANT

Admirers of Joseph Conrad, readers of "Mutiny on the Bounty" will find equal pleasure and a new literary method in this brilliant novel by the author of "Laughing Boy."

A • story • of • the • sea

From Chog's Cove, Rhode Island, sails the brig *Glimpse* as privateer in the War of 1812. Cast away on the barbarous coast of Mexico, part of the crew works its way, with many strange adventures back to Chog's Cove and to a thrilling climax of stirring intensity.

BY OLIVER LAFARGE

Not even the most ardent admirers of "Laughing Boy" and "Sparks Fly Upward" will be prepared for the beauty, emotional depth and salty Yankee humor of this new novel.
Jacket by Clifford Ashley. \$2.50

HOUGHTON MIFFLIN COMPANY



This is the Novel...

that tells for the first time the human story of Americans who, with high hopes and ambitions, go to work in the Orient for great international corporations and what happens to them amid the fantasies of China trade; that has created more enthusiasm in advance of publication than any novel we have published since *Scarlet Sister Mary*; that is so good, so finished in style, so universal in its appeal, so unusual in its sympathy, that you can recommend it to anybody who can read; that is going to be promoted with a characteristic Bobbs-Merrill campaign of publicity and advertising starting on publication day and admitting no maximum. Here is a book that will get high pressure selling even if it doesn't need it. We've got something awfully good. And we're not going to be modest about it. Full color jacket and end papers by C. LeRoy Baldridge. 403 pages. \$2.50

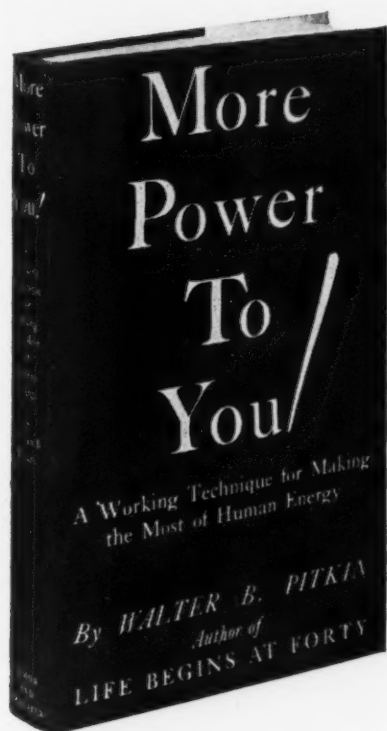
Coming October 4

**THE BOBBS-MERRILL
COMPANY**
Indianapolis



from **THE INNER SANCTUM of
SIMON and SCHUSTER**

Publishers • 386 Fourth Avenue • New York



How can I get the most out of sleep?
What should I do about those periods of
the day when I always feel terrible?
How can I learn the art of concentration?
How about alcohol—and coffee?
Should I arrange the day with my hardest
work first—or vice versa?
What should I eat—and when?



These are some of the questions that
WALTER PITKIN's new book tackles and answers.



Your Correspondent wishes it strictly
understood that he is violently opposed to self
improvement of any kind whatsoever. . . . Never-
theless, he also wishes to record here the predic-
tion of *The Advertising Department* that *More
Power To You* will unfrazzle more nerves and
break up more break-downs than an entire school
of Viennese psychiatrists.



Whether or no *The Advertising Depart-
ment* is right this is a book that has intrigued
Y. C. simply because it is so specific and because
it avoids generalities like the plague.



One of the statements, for instance,
which will help a lot of us between nine and
eleven A.M.: "Probably the worst minor mistake
to be made is to start smoking before warming
up. Tobacco, like beer and other narcotics, must

be put in its place, which is at the end of a work-
ing period when the worker wishes to let down
and forget his toil. A morning smoker is almost
certainly an inferior master of energy."



Since reading this practically the entire
staff of *The Inner Sanctum* has cut out morning
smoking. We said practically.



PITKIN says in his book: "You can lit-
erally double your physical endurance by proper
choice of diet alone. Or you can double it by
exercise alone." This statement, unbelievable as
it sounds, is backed up (as are all the statements
in *More Power To You*) by documentary evidence
and by the latest and most authentic findings of
scientific laboratories. PITKIN proceeds, after a
statement of this sort, with a table of diets and
specific recommendations to demonstrate just ex-
actly how this principle applies to you. And your
clientele.



Many booksellers, we believe, will be
particularly pleased to know that they should
shun any such nonsense as morning exercises.



From latest reports gathered in the Gos-
sip Bureaus of New York, *Life Begins at Forty*
has sold 70,000 copies. GUY HOLT and WHIT-
TLESEY HOUSE have done a magnificent job of promo-
tion for this book. Y. C. will do everything in
The Inner Sanctum's power to see that *More
Power To You* will help further the best seller
career of *Life Begins at Forty*. MLS suggested
that we run a trade ad in *P. W.* with the head-
ing "Discounts Begin at Forty."



This, however, isn't literally true. We
shall make, instead, the same offer that we made
when we first announced *The First World War*:
We shall send a maximum of one advance copy
of *More Power To You* at 50% discount to every
bookseller, book club, salesman, librarian or pub-
lisher who sends in his request on or before
September 25th. Getting out a postcard and a
pencil is an excellent way to start "making the
most of your energy."



Don't forget to cut out that cigarette
after breakfast tomorrow morning and *More
Power To You* from

ESSANDESS

DETAILS

Title: MORE POWER TO YOU

Subtitle: A Working Technic for Making
the Most of Human Energy

Length: 298 pages

Size: 5 x 7½ inches

Bulk: ⅞ inch

Price: \$1.75

Publication date: October 6th

Coming September 28th

ALL MEN ARE BROTHERS

Translated from the Chinese of SHIH NAI-AN by PEARL S. BUCK.

ALL MEN ARE BROTHERS will take its place beside the famous folk-lore loved by generations—*Don Quixote*, *Robin Hood*, *The Arabian Nights*, *Les Miserables*, *Gulliver's Travels*, etc. Of it Mrs. Buck says: "ALL MEN ARE BROTHERS is a great pageant of China. I think it is one of the most magnificent pageants ever made of any people. Before your eyes upon the pages of this book march the people of China—all the people; men, women and children; priests, scholars, robbers, courtesans, soldiers, emperors, captains, kings, princes, governors, gaolers, vendors, prisoners—the whole past passes by. They are a host living and vivid beyond relief."

ALL MEN ARE BROTHERS. 1280 pages.

Two volumes, boxed, \$6.50. Coming Sept. 28th.

JOHN DAY BOOKS · 386 FOURTH AVENUE · NEW YORK

N. B. Imprinted postcards will be supplied on request

October 5th

SHOLOM ASCH THREE CITIES

350,000 WORDS—\$3.00

“A. A. A.”, SAYS DONALD GORDON...

and we are adding a few “A”s of our own to the rating of this great book in which the author has depicted on a gigantic canvas the environment and mental reactions of a people encrusted in that mass of corruption, tyranny, and spurious glitter, that was Czarist Russia.

LUDWIG LEWISOHN SAYS :

“ ‘Three Cities’ is an epic narrative of incomparable richness and breadth . . . one of those works which, like ‘War and Peace,’ or ‘The Magic Mountain,’ increase in fame and weight as time goes on.”

G · P · PUTNAM'S SONS · NEW YORK



FLY

HOMECOMING

reveals for the first time the
untold stories behind these
best-selling Floyd Dell books:

MOON CALF

THE BRIARY BUSH

LOVE IN THE
MACHINE AGE

JANET MARCH

RUNAWAY

LOVE WITHOUT MONEY




"Life was not at all like realistic fiction, that was clear"—says

FLOYD DELL

in his autobiography:

HOMECOMING



SCARCELY the statement you expect from this famed creator of realistic, sensitive stories about love, but it is the keynote of one of the most witty, moving, rich, autobiographical narratives of our time. Here is the whole, outspoken story of the experiences in love that shaped the life of this son of a mid-western butcher; of the cities and towns that fostered his career; of the madcap life in Greenwich Village when it was a *real* American Bohemia; of the variegated contacts with the literary great; and the singular experiences that became the source material for his celebrated novels.

*Coming
September 28th
\$3.00*

What you do expect from Floyd Dell is a story that is frank without embarrassment, literary without stodginess — these are the very qualities you find in *HOMECOMING*, the provocative story of the moon-calf who came down to earth.

FARRAR & RINEHART

East 41st Street, New York

480 University Ave., Toronto

New PETE KYNE

three important words for
book sales this winter...



It starts in Madison Square on a park bench—the bleacher seats from which those who are out of the game watch Life go by. A pretty girl and a big young fellow whose paths would never have crossed under more prosperous skies decide to get back into the game—together. They play it out in the Western mine country, under rules stripped of the non-essentials . . . hard, tough, dangerous. It's a Peter B. Kyne romance of Today—packed with action—rich in typically Kyne characters (including a violent old gentleman who out-Cappy's Mr. Ricks)—throughout, the deeply satisfying entertainment that has made Kyne America's favorite story-teller. \$2.00 October 5

COMRADES OF THE STORM

H. C. KINSEY & CO. INC., 105 West 40 St. New York



Ready
September 22nd **THE
BEST PLAYS
of 1932-1933**

Edited by Burns Mantle

Advance orders prove the increasing popularity of this Burns Mantle annual in all parts of the country. Contains, by excerpt and summary,

Both Your Houses
Dinner at Eight
When Ladies Meet

Design for Living
Biography
We, the People
The Late Christopher Bean

Alien Corn
One Sunday Afternoon
Pigeons and People

560 pages. Illustrated. \$3.00

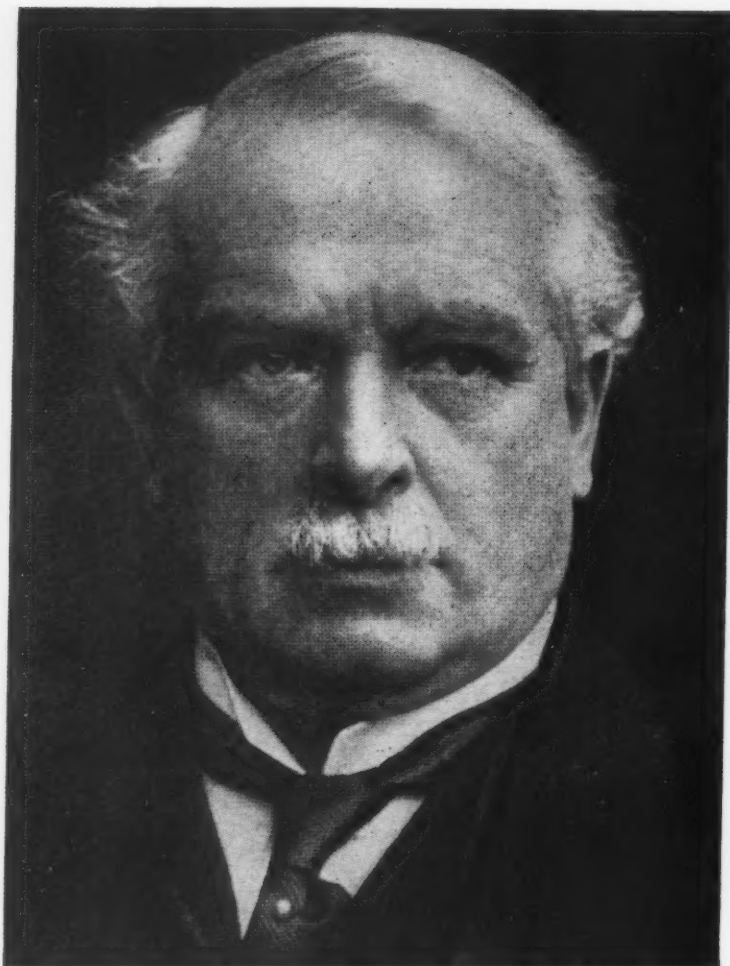
IMPERIAL INCENSE

By Princess Der Ling. A fascinating book about "Old Buddha," Empress Dowager of China, in whose court the author was First Lady-in-Waiting. Will be welcomed as an authentic picture of China. Pictures in color by Bertha Lumn. \$3.00

LET US DREAM

By Don Blanding. A new volume of verse by the popular author and lecturer. Recommend it to readers of "Vagabond's House," and "Songs of the Seven Senses," etc. Many illustrations by the author. \$2.00

DODD, MEAD & COMPANY 449 Fourth Avenue New York



Announcing the WAR

The outspoken story
of the statesman
who completely over-
shadowed England's
greatest soldiers and
sailors during the War.

DAVID LLOYD GEORGE was

Chancellor of the Exchequer from 1908 to 1915; Minister of Munitions from 1915 to 1916; Secretary of State for War in 1916; Prime Minister and First Lord of the Treasury from 1916 to 1922.

Political lightning played around him throughout his public life—his supporters were ardent, his critics virulent.

Yet even as severe a critic as the author of "The Mirror of Downing Street" said of him:

"His achievement, when we consider what hung on it, is greater than Napoleon's. . . . His intuitions are amazing. He astonished great soldiers in the War by his premonstrations. It seems true that he never once doubted ultimate victory and what is much more remarkable, never once failed to read the German mind."

Lloyd George was the only member of the British Cabinet who remained continuously in office throughout the World War. This fact alone makes his War Memoirs of the highest importance, for no book hitherto published on the War can present a record more consecutive, more sustained and more intimate than his.

The whole work will be published in four volumes. The first two volumes cover the events which led up to the outbreak of the War and the War years, 1914–1916. In these two volumes Lloyd George shows conclusively how at every stage the civilian had to be brought in to amend the shortcomings of the military and he is unsparing in his criticism of the early conduct of the War.

Here is the complete story of his outstanding achievement as Minister of Munitions, his views on American neutrality and President Wilson's peace moves, together with vivid pen pictures of Mr. Asquith, Sir Edward Grey, Lord Kitchener and other great figures.

Boston **LITTLE, BROWN**

cin the

MEMOIRS OF DAVID LLOYD GEORGE

Volume I. 1914-1915

(Ready October 6)

Volume II. 1915-1916

(Ready November 3)

The *London Daily Telegraph*, in a preview, says these Memoirs are "written by the man best qualified, by his long and intimate contact with the war machine, to speak. The story is told with pride but not with vainglory of this supreme civilian triumph of the War. . . . Politically, too, these Memoirs are of enthralling interest."

These Points Will Help Your Sales:

1. There will be no American serialization.
2. American publication will follow immediately after English publication.
3. The published price of the American Edition, \$4.00 per volume, is less than the English—one guinea.
4. You can tell your customer the exact date (November 3) of Volume II when you sell Volume I, making it vastly easier to get follow-up orders.
5. Advertising on Volume II will start before that on Volume I has stopped.

Fully Illustrated. \$4.00 per volume.

AND COMPANY *Publishers*

High Lights of VOLUME I

The Brewing of the Storm
(1904-1914).

The Crash—August, 1914.

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Financial Crisis and First Budget.

Lord Grey. A Character Sketch.

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The Great Shell Scandal.

The Politics of the War.

The Political Crisis in May, 1915.

The Ministry of Munitions.

Strategy of the War. Eastern vs. Western Fronts.

The War Council and the Balkans.

Allied Procrastination.

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Why Were the Russian Armies Not Equipped?

Futile Allied Offensives on the Western Front.

The Serbian Tragedy.

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Ministry of Munitions Achievements.

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President Wilson's Peace Moves.

The Irish Rebellion.

The Coming of Conscription.

Death of Lord Kitchener.

At the Ministry of War.

The Mesopotamia Muddle.

Lansdowne's Peace Move.

The Military Position at the End of the 1916 Campaign.

The Food Position.

A Cabinet of Indecision.

The Crisis: December, 1916.

The German and Wilson Peace Notes of December, 1916.

Character sketches of Lord Kitchener, Mr. Asquith, Lord Balfour, Sir Edward Carson, Mr. Bonar Law and Lord Haldane.

We're taking a lot of pleasure in introducing to you this most brilliant choice of the year of the English "Book of the Month Club"—the fourth and easily the most delightful novel by the young woman who has won herself an amazing following with **CULLUM, THREE CAME UNARMED,** and



FOUR FRIGHTENED PEOPLE.

Don't let the title mislead you, for it's about anything but an ordinary family, in fact it's written with more genuinely brilliant charm than any book we've read since E. M. Delafield wrote "The Diary of a Provincial Lady." There's no use quoting the English reviews, which, after all, are to be expected. **ORDINARY FAMILIES** is a perfect delight. It will be great fun to sell.



ORDINARY FAMILIES

by E. Arnot Robertson

Published Sept. 20 \$2.50 DOUBLEDAY, DORAN



E. ARNOT ROBERTSON

Her new novel is as complete a *Religio-of-a-Modern Young-Woman* as has yet been written. Here are the amusing, ludicrous, tragic undercurrents of family life seen through shrewd, uninhibited eyes, and told with wit and frankness. E. Arnot Robertson writes like a dream. She is sensitive. Every new sentence seems to be a joy. In her new novel, perhaps for the first time, realism catches up with good writing and art—a new form comes into maturity, into complete command. It does not surprise us to receive this cable from London: "Harold Nicolson today in *Telegraph* says—I believe Miss E. Arnot Robertson belongs in the front rank of modern English novelists"—We urge you to

watch **ORDINARY FAMILIES.**

WILLIAM McFEE's

first American novel...
magnificent love story of the
two Americas . . . North and South

Here is romance, glamour, excitement, emotion in a modern novel which has every element for William McFee's most popular sale — and remember *The Harbourmaster* sold 64,000 copies! It's the story of an American girl, her medieval husband, and her modern lover — a picture of two colorfully contrasting societies — and a devastating analysis of the bright young things who haunt New York speakeasies which, nevertheless, introduces a heroine who takes her place beside Evanthia of *Command*, Yolanda of *Pilgrims of Adversity* and Francine of *The Harbourmaster*. Write for free display material.



NO CASTLE IN SPAIN

COMING OCT. 4—\$2.50

DOUBLEDAY, DORAN

FOR THE BOOKSELLER OF DISCRIMINATION
a book he can personally recommend and sell

Peter Abelard

a novel

by HELEN WADDELL

When we say that this novel is one of rare beauty and distinction, we are giving not our own opinion alone, but that of critics, writers, booksellers—in fact of almost everyone who has had a chance to read the book. *Peter Abelard* has to a marked degree that best sales qualification: the ability to kindle contagious enthusiasm in the reader.

It is the love story of Abelard and Heloise, and to the beauty of the story itself is added the beauty of the way it is told. Through the knowledge and understanding of the author, the reader senses to the full the intellectual and emotional ferments, the defiance and tragedy and triumph of that irregular passion.

This is a novel it will pay you to read. The following are typical reactions:

Harriet Anderson of the CHANNEL BOOKSHOP: "I am running quite a temperature over it and want very much to do some special promotion work on it." Emma L. Beinert of THE WIDE-AWAKE BOOKSHOP: "I started it in fear and trembling, and found it a book of rare beauty. I'm going to make a special effort to sell it, I like it so much." Donald Gordon in THE AMERICAN NEWS: "It is good. Watch it, for it might go like a million."

Chosen by the Literary Guild for October

September 28

\$2.50

HENRY HOLT AND COMPANY, 1 Park Ave., New York

They're a jump ahead of themselves, but...



The New Yorker review of *THE DOCTOR'S FIRST MURDER* anticipated the publication date by a month; but they are only saying what the other journals will be saying after September 20. **\$2.00**

IS YOUR ORDER IN YET?

THE DOCTOR'S FIRST MURDER

By *ROBERT HARE* Author of "*The Crime in the Crystal.*"

LONGMANS, GREEN CO., 55 FIFTH AVE., NEW YORK, TORONTO

why

THE SHORT BIBLE

You remember the storm of praise and blame from press, pulpit and public that heralded the publication two years ago of "THE BIBLE—An American Translation." More than 10,000 copies have been sold at \$3.50 and \$5.00 . . . and stock sales continue strong.

In "THE SHORT BIBLE" we believe that we have a book with possibilities for a far wider sale to the general public—to those who have always meant to read the Bible but never quite got around to it. Its publication has been undertaken to meet this modern demand for a brief, readable version of the Bible that will give the essence of its meaning. It has these distinctive features:



Intelligent Selection: THE SHORT BIBLE, edited by Edgar J. Goodspeed and J. M. P. Smith, is an exceedingly intelligent selection of those parts of the Bible which mean most to the problems of life today—the portions which everyone really wants to be acquainted with, from a literary, historical or religious point of view.

Interesting Introductory Essays: Each book in THE SHORT BIBLE is preceded by a short introduction giving brief, readable facts about its place in history, why it was written, and the thread of the story.

Chronological Arrangement: The arrangement of THE SHORT BIBLE, in the order in which the books were origi-

nally written, gives a new appreciation of the development of religious thought.

A Modern Translation: The text of the selections is that of The American Translation, which has been called "the clearest window through which American readers may look into the minds of those who wrote the Hebrew and Greek originals."

Modern Format: Physically, THE SHORT BIBLE is made like a modern book, with a single-column page, paragraph divisions, full use of quotation marks, large type. It contains 550 pages, size 5" x 7 $\frac{3}{4}$ ", is durably bound in rich red cloth, gold-stamped. It is a great book value at the price of \$2.



THE SHORT BIBLE is scholarly enough to interest ministers, teachers, and religious students. But it is, primarily, "a book to be read and enjoyed" by Americans in every walk of life. It is an ideal gift book. Its popular price will appeal to many who hesitated to buy "The American Bible" in its complete form.

Sell THE SHORT BIBLE to those who bought *This Believing World, As I See Religion, The Art of Thinking, The Book Nobody Knows*. The unusual features of THE SHORT BIBLE, especially the addition of the interesting historical material, make it a "plus" item to sell to those who have bought the American Translation or any standard Bible.

THE SHORT BIBLE

THE AMERICAN TRANSLATION IN BRIEF
Edited by Edgar J. Goodspeed and J. M. P. Smith

To be published October 9th. \$2.

THE UNIVERSITY OF CHICAGO PRESS

5750 Ellis Ave., Chicago. Ill.

14th Printing

Steadily on all leading
best seller lists
for 8 months

100,000,000
GUINEA PIGS

More copies sold in August
than in any month this
past spring and summer

100,000,000 GUINEA PIGS will continue its best-selling career until the evils, exposed in this explosive book, are stopped. Congress won't meet until '34 and the new measure drawn up as a result of the disclosures in this book will be passed only after a bitter fight.

Despite the sensational charges made in the book, neither the Vanguard Press nor the authors have been sued nor even threatened with a suit.

We shall continue to promote this title vigorously.

THE VANGUARD PRESS
100 Fifth Avenue New York, N. Y.

• **HOW SAFE IS LIFE INSURANCE?** is coming in October.
Watch it!

A new addition to Doubleday, Doran's
strong list of WESTERNS



FRANK H. SPEARMAN

The fans remember him for his tremendously popular "Whispering Smith" stories. Now here's Bill Pardaloe again, and Doc Carpy, and Alec Park—all the Sleepy Cat crowd that rivals Hopalong Cassidy's pals for fun and excitement.

Spearman has the idea that good writing is not at odds with a bang-up story of action. This one—about a girl who suddenly discovers she is in the hands of a much too attractive outlaw with a price on his head—is terse, vivid, dramatic—the kind they're asking for! **HELL'S DESERT.** Oct. 4. \$2

CHARLES ALDEN SELTZER

They say Seltzer is "the boss western story writer now practicing" (*Cleveland Press*) and that "the Seltzer brand on a book is assurance of red-corpuscled romance." The ALA Booklist recommends him regularly. Fred K. Lane, of Columbia Broadcast, says: "If you're addicted to the Western, read Charles Alden Seltzer." But just see what he

has written now! A regular top-notch adventure—300,000 rich Western acres at stake between a lone cowboy and a gang—which also introduces a world's championship boxing match that will be a delight to western fans and fight fans alike! Recommend it. It's the stuff! (*Actual sales on the last three Seltzer titles total 26,000, minus reprint*). **CLEAR THE TRAIL.** Sept. 6. \$2

ERNEST HAYCOX

Ernest Haycox's blazing new adventure—**STARLIGHT RIDER**—is a book about the country where cattle is still king—by the greatest comer in the western field today. Wilder country—love and adventure in a

land where rifles speak louder than lawyers—a real hit fresh from successful Collier's serial. By the author of *Whispering Range* and *Free Grass*. They said about his last one: "Living, loving and hating as only the pioneer west knew how." Oct. 11. \$2

What a Magnificent Trio for Big Sales!

Just Published by **Blue Ribbon Books**

**Lytton
Strachey**

3 GREAT NAMES
3 GREAT TITLES

Elizabeth and Essex
By LYTTON STRACHEY

Growing Into Life
By DAVID SEABURY

The Tragic Era
By CLAUDE G. BOWERS

**David
Seabury**

Make them the
centre of a
Dollar Book
display!

**BLUE
RIBBON
BOOKS,
INC.**
448-4th Ave.,
New York

**Claude
G.
Bowers**

Every one a
steady profit
maker at

\$1



DOROTHY

No one else knows Vermont as Dorothy Canfield does. She understands the people and the way they build their lives. In "Bonfire" she writes of a passionate, untutored mountain girl and her love for a cultivated young doctor. In the quiet country town, their marriage lights a blaze of conventions and traditions, of conflicting, searing, emotions.

CANFIELD'S

We are confident that "Bonfire" is Dorothy Canfield's best work. The total sale of all her novels, not including reprint editions, exceeds 525,000. We expect to push "Bonfire" to the 100,000 mark. Ready October 12, \$2.50 Harcourt, Brace and Company, 383 Madison Avenue, New York. In Canada, George J. McLeod, Toronto.

"BONFIRE"

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

SEPTEMBER 9, 1933

Selling Special Books

*Enthusiastic Handling is the Key to Successful Selling
of Subject Books*

ELINOR WHITNEY

Bookshop for Boys and Girls, Boston

THOUGH WE CLING hard and fast to the specialty which our name, The Bookshop for Boys and Girls, implies, yet we know there is such a need for a special handling of special books that we have a book room where we have developed collections of books on the fine arts, on crafts, the drama, gardens, education and the care of children. We try to have a well-rounded representative selection of these books on the shelves. Many of them are available on the lending basis. The education section is used by students who need the books for supplementary reading in connection with their courses. In some instances, groups of books are rented by the school or college itself to have available for its students. Child training and child health books are borrowed by parents and teachers. Books on social problems, psychology and psychoanalysis are borrowed by social workers. It has become necessary on account of the increasing number of books of these kinds to make them easily available where they are needed. The people who do need them cannot buy outright all they must have. They can, however, rent them and buy them at the reduced prices that lending copies eventually reach.

As for other special subject books, in order to increase our service to the public seeking them, from time to time we have set aside a month during the early fall or the first of the year when we have announced a concentrated showing of books on a certain subject. In every instance our method has been the

same although perhaps one subject lends itself to a more spectacular solo exhibit than another. First of all it is always true in this kind of bookshop activity that plans must be made several months in advance. It takes two months or better still four months to lay the foundations for a really worthwhile showing. First of all we have to make our list of the books we must include (many times we have this attractively printed) and this means searching through existing lists, publishers' catalogues and every available authoritative source to discover the unusual and important. Publishers are always ready to cooperate on any intensive selling scheme of this kind and will consign books for the period set. Then it is well to assemble related exhibit material that will add interest.

Next we have to round up prospective buyers, sending an announcement to a carefully prepared mailing list. Finally comes the working up of a scheme for an effective display making use of window, table and wall space. When we have had a showing of garden books as we have many times with great success, we have shown also model gardens, flower prints and certain unusual garden accessories to heighten the display. Our mailing list obviously was made from garden club memberships, and purchasers of garden books.

It may be in order to describe in detail a very recent example of an undertaking of this kind with its actual returns. This was our Puppet Parade. It was arranged for a

month that is apt to need a strong business stimulant, namely February. The previous August we began digging up the ground. We announced a contest in which boys and girls for a \$25.00 award might enter the marionettes they had made. We assembled puppet books from all corners of the globe,—how to make puppets, how to build stages, how to design scenery and costumes, plays suitable for puppets, even odds and ends of puppets themselves, heads, hands, joints, etc., and also stage sets and scenery designs. Next we scouted out all the young puppeteers in the vicinity, groups and individuals; then we searched out the professionals and semi-professionals. Not a puppet string did we leave unpulled. Finally by January we had rolled up a large snowball of puppetry that resulted in February in a display in the shop of more than one hundred and fifty puppets made by boys and girls, many as far away as California, two all day Saturday performances of puppet plays by young puppeteers in a next door hall, three days of a Marionette Village in the same hall in which professional puppeteers had booths around the green and put on performances on a common stage at short intervals. The visitors in The Bookshop during the month were too numerous to be counted but the ones who actually paid admission to the performances were just under 1500. Although the actual sale of marionette books was only about \$125.00, still it must be claimed for the undertaking that the month of February was far from dull and the shop's general business was kept at a higher level than it would have been on the eve of the closing of the banks. Moreover marionette books are not as numerous or as expensive as other special subject books, so it was necessary to let the puppet himself take the stage in order to make the undertaking worthy of a month's attention.

The possibilities of this kind of intensive work with special books are manifold. Since our Bookshop is in a city, outside currents and interests often enable us to do a great deal with special books. There may be a meeting of the Foreign Policy Association discussing Russia or India or Germany. A window or a table display of these books is often very successful. Sometimes we know of a special meeting or convention in time to prepare a list that is distributed there. Such is the case often with social workers' conferences or educational meetings. Special

subject windows are very popular with us and only today I was made well aware of what interest can be aroused by one of these. We were showing cook books of all kinds, English cook books, Scotch cook books, canapés and hors d'oeuvres, salads and desserts spread around reliable Fannie Farmer in her new edition. Having only single copies of most of the titles, I had to wreck the display more than once for several interested customers who got into a lively discussion of Yorkshire treacle tarts and deep gooseberry pies while bystanders listened with watering mouths, as one actually acknowledged, thanking us as she left for the good time she had had listening. In the hour I was involved in the selling, four books were sold from the window. Another recent window display was one featuring yachting books. Our "window" assistant had cleverly arranged a miniature harbor with little red-sailed boats and row boats, a more pretentious yacht model being in dry-dock beyond. Faces were glued to the window all day, mostly men's and small boys'. The small boys were the unresisting ones however, for the stock of ten cent sail boats from the next-door Handwork Shop was depleted but the stock of \$2.00 to \$7.50 yachting books remained intact!

Still another instance, this time with a moral turn, was to be had in a special display of books on stamp collecting. One member of the staff who looked rather scornfully upon the effort and called the colored packages of stamps attached to a panel of linen the "family wash," when asked after a day or two if any of the books or stamps had sold said, "Oh, dear, I have bought an album and some stamps myself and now I'm started on a collection!"

At the present moment it is our Drama service upon which we are concentrating. We are building up a large collection of plays for young people up to high school age. A letter to people in the surrounding churches, clubs, schools and settlement houses who are responsible for the dramatic work of their organizations, asking for the names of plays which have been used successfully by them and explaining what we hoped to do for them in the way of play service was answered so enthusiastically by more than a hundred men and women that we know we have found a real need in the community. We aim to give them as complete a collection to choose from as possible, and having

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fine annotated bibliographies of plays at hand for reference as well as a card index of our own in which plays are classified by subject and the notes made by our staff and readers gives them a good idea of the plays included. Moreover we intend gradually to make this section a rental section enabling people to read the plays before buying. Paper plays are to be had as well as those in book form, and these will be rented on a two cents a day basis.

Blessed with space and an intelligent community and doubly blessed with a parent organization that is educational and charitable we have a better chance than most bookshops to give service which, as Mr. Crone said in his article in *The Publishers' Weekly*, is the thing which will make the bookshop ride the tidal wave of the present hard times and make it an essential part of

the better times which we hope are coming. Beyond the fact that we know books to be indispensable, any business which has the possibility of being creatively and imaginatively handled is bound to come through, and there are few commodities which will come to life under your hand as startlingly as books.

I am a firm believer in the magic of an enthusiastic handling. Many times a table has sold book after book because it had an idea behind it and a passer-by caught the idea and liked it. It is as if the books themselves in sympathetic arrangement took on a magnetic quality and drew the right person to them. Essential to this is the definite knowledge of what lies between the covers. Therein lies the working of the magic, and the crux of this whole bookselling business on a service basis.

The Wakefield Bookshop

An Informal, Personal Shop with a Devoted Clientele

LETITIA PENDLETON

ILAH NIEHOFF is the only one of the three present owners of The Wakefield Bookshop who can claim previous experience in book-selling. She is one of the few eminently successful book women who were drawn into the business "because they liked books."

Miss Niehoff liked both books and traveling. She made a number of pleasure cruises on the S.S. *Transylvania* whose skipper was her lifelong friend, Captain David Bone. Captain Bone had recently started the High Seas Bookshop on his ship and he and Miss Niehoff had frequent discussions about its progress and the problems of bookselling in general. As a result, when the shop was temporarily without a manager, Miss Niehoff was offered the post. She accepted and cruised with the *Transylvania* in this capacity for several years, making many new and staunch friends for the High Seas Bookshop in all corners of the world.

When in 1929 the mariner-bookseller decided to stay ashore, her thoughts turned immediately

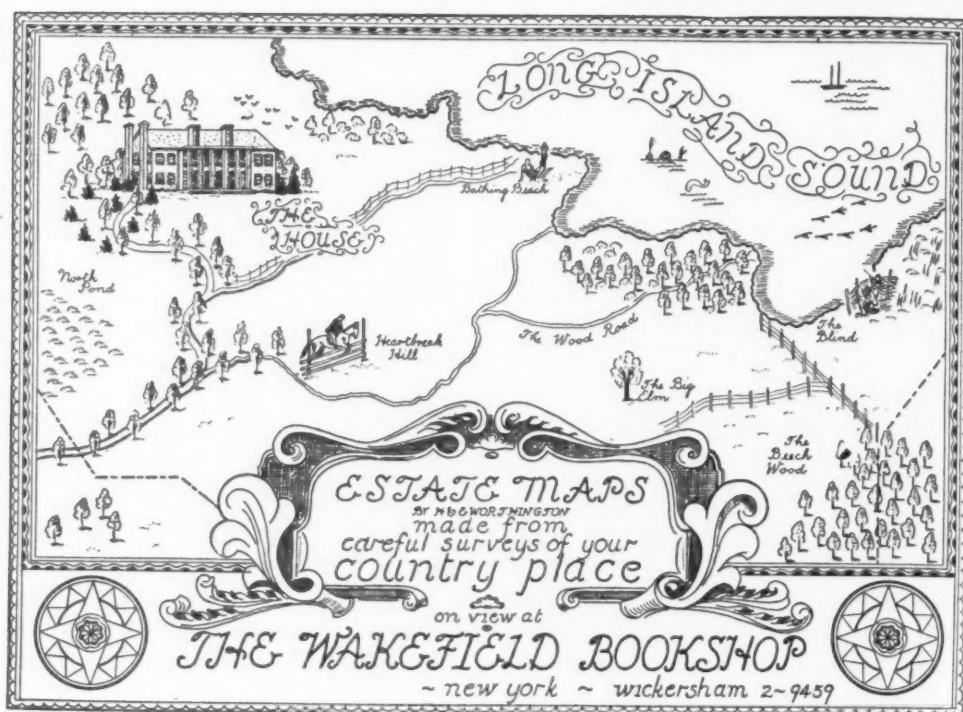
to a land bookshop. She interested Peggy Phipps and Anne Colby in the idea and with their enthusiastic co-operation the plans materialized speedily.

In November, 1929, attractive announcements were sent to the personal friends and acquaintances of the three owners. On December 2nd The Wakefield Bookshop opened its doors at 509 Madison Avenue in preparation for the Christmas trade. Although the opening was almost simultaneous with the closing of many Wall Street doors, the new shop flourished during that first Christmas, doing over \$7,000 worth of business. Even in the first days of the depression the shop paid its way. The location was convenient both for residents of the district and shoppers passing by. Window displays attracted new

people, and the first friends of the shop brought others.

The business grew rapidly and although Anne Colby left to become Mrs. W. K. Vanderbilt, Peggy Phipps (now Mrs. J. Gordon Douglas, Jr.) and Miss Niehoff carried on. Evelyn





The Wakefield Bookshop supplies estate maps for the owners of large country places. The decoration on the previous page is from the shop's letterhead

Whitehouse joined the staff temporarily and was later, when she left for Europe, replaced by Mrs. Baldwin Browne. Last year the shop was incorporated under the names of Mrs. Douglas, Miss Niehoff and Mrs. Browne.

In September, 1932, the new corporation moved to more spacious quarters at 21 East 54th Street. It was feared at first that by moving away from a main thoroughfare to a side street, the shop might lose some of its brisk transient trade, but the first few months in the new location have proved that any loss in street trade is more than compensated for in other ways.

The shop derives its name from "The Vicar of Wakefield" and a black silhouette of the Vicar appears on its letterhead. A fine edition of "The Vicar of Wakefield," illustrated by Rackham, was the first book purchased for stock, and, as both Miss Niehoff and Mrs. Douglas are Rackham enthusiasts and were at that moment casting about for a name, they decided that the Vicar's name and reputation as a book taster might serve as an appropriate banner.

The atmosphere of the shop is informal and inviting. The architecture is English in style. If you approach from the Madison Avenue side, you are confronted by two square-paned display windows, separated by

a small matching door, which affords a glimpse of the interior of the shop. The entrance is not here but just beyond the second window, at the side, indicated by a long awning, bearing the name of the shop and extending from the door to the curb. Even with this stringent measure to avoid mistakes, people occasionally try the middle door and Miss Niehoff threatens to buy box trees to disguise this false front as another window.

The main room of the shop is not large, but it is arranged to give the greatest possible appearance of spaciousness. The walls are paneled in pine and lined with bookshelves. This is an ideal place for the inveterate browser because each section bears a placard, telling what type of books may be found in a particular area. The new fiction, biographies and detective stories are nearest the door, with English editions and sporting books following. The next section is devoted to poetry, drama, books about books, and art. The shelves are broken in the center by a ledge where books may be examined at leisure. The entire shop is designed and furnished in English cottage style. The only display table is a long pine one which was made especially to harmonize with the other furnishings. This is used for art books,

prints and other special items which seem to deserve prominence. Attractive gift books in leather bindings are arranged between iron bookends at one end, but the table is never crowded.

The rental library shelves are toward the back where library customers may look over the books without obstructing the passage-way. Beneath these shelves is a clever concealed cupboard cut into the paneling. This is used for storage purposes.

Along the south wall are shelves of books on special subjects—essays, short stories, bridge books, parlor games, and French novels.

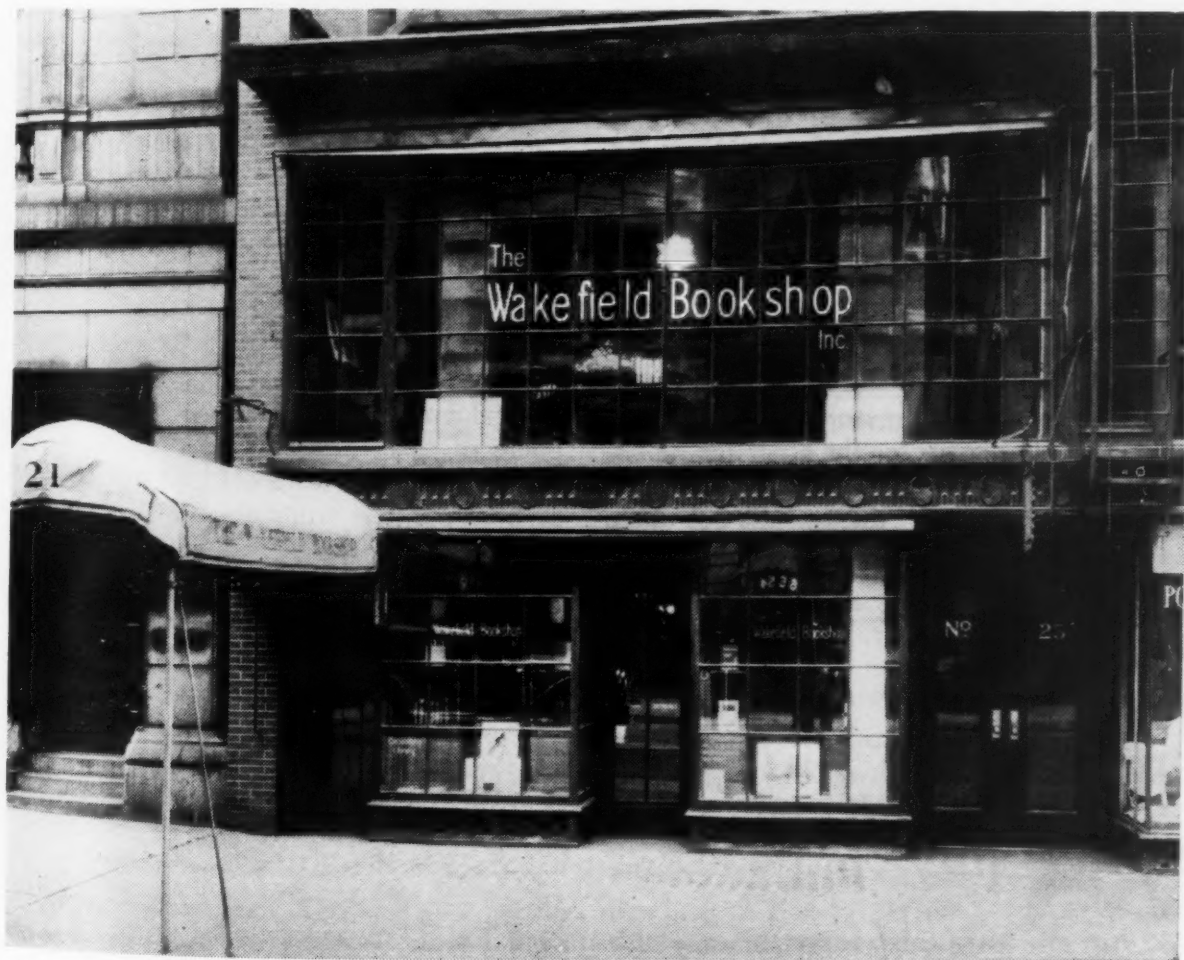
A corner stairway—again in the English cottage manner, even to a stair cupboard cut into the paneling below—leads to the upper library where the leather bindings and fine editions are on display.

This room is fitted up to delight the heart of any book lover. The walls are paneled in pine throughout, as in the downstairs shop, and lined with bookshelves. There is a

deep davenport where a customer may retire with the book which has captured his fancy, comfortable chairs, light afforded by a square-paned window which extends from floor to ceiling, or on dark days by shaded lamps, and a pine desk cleverly built in. The shop maintains that this was one of those inspired accidents. As there were two unsightly pillars to dispose of, they conceived the idea of covering them with pine paneling and building the desk between. Its simplicity blends well with the rest of the decorative scheme, and the gay chintz covers of the davenport and easy chairs lend a note of informality.

The shop gave one most successful party in this upper library and its owners plan to entertain more of their hosts of friends in small groups, and to have occasional exhibitions of prints.

From the first days, The Wakefield Bookshop has emphasized particularly the personal aspect of its service. This idea was comparatively easy to develop, as most of the shop's first customers were personal friends of one



The atmosphere of the shop is informal and inviting, the architecture English in style

of the owners. Purchasers soon formed the habit of relying on the judgment of Mrs. Douglas, Miss Niehoff or Mrs. Browne for anything at all remotely connected with books. No matter how difficult the problem or the taste to be suited, the customer could always count on interested and valuable suggestions. As a result, friends of the shop are faithful whether they wander abroad or to some American resort—to stay for months or years. Many of them leave a standing order for a monthly selection of books to be sent to them.

The shop has a mailing list of 1500 people, to each of whom a mimeographed list of important new books is sent each month. Miss Niehoff writes this herself. She doesn't necessarily include books which have been accepted as best sellers; she makes her own choice, giving a brief one or two line comment on each book, her own opinion or a short quotation from a review. Old friends of the shop receive this same list with one or two books checked and perhaps a personal note from some member of the staff. The shop finds this method of promotion popular and inexpensive. New people are constantly asking to have their names added to the mailing list.

Because of her interest in the sea, Miss Niehoff is particularly successful in selling books by mariners or about the sea. She has developed such a faithful following that she can buy books on the subject—even those of limited general appeal—with the knowledge that her deep water enthusiasts will snap them up eagerly.

The shop numbers many sportsmen among its customers and for the benefit of the yachtsmen and polo players, or the spectator sportsmen, Miss Niehoff designed two special books—one for recording the results of polo

matches and the other for yacht races. Space is provided for all necessary data and for additional comments. The books are beautifully bound in brown polished calf and stamped in gold. The original edition of this pioneer publishing venture of The Wakefield Press consisted of 50 copies of each book, of which all but six of each have been sold.

Another new idea is that of supplying estate maps for the owners of large country places. The Wakefield Bookshop has these specially designed and drawn for its customers. The wall size, appropriately colored, proved most popular during the holiday season.

The shop has recently started a special drive for the further development of its private library service. Under this plan, any details regarding the private library will be taken care of, from filling out broken sets to rebinding, having the books oiled and kept in good condition, cataloging, making slipcases, felt pads for book shelves, special shelving, and even library steps for the true bibliophile. The shop feels that there is a demand for this sort of service even though it has not laid particular emphasis on it in the past.

It would be hard to find three more different personalities than those of Miss Niehoff, Mrs. Browne and Mrs. Douglas. Each has a general knowledge of the shop's activities and can fit in wherever necessary but each has also a special interest of her own. That is perhaps the reason they seem to supplement each other so perfectly. The Wakefield Bookshop does not appear to be a commercial enterprise; the shop has an atmosphere of casualness and leisure, but its destinies are in the hands of three energetic and capable business women.

The Fall Announcement Number of the Publishers' Weekly will appear next week, and will contain, as usual, a complete list of fall publications of all publishers. An added feature will be a survey of fall promotion plans for outstanding books

In and Out of the Corner Office

THE FIRST DOG ever to sign a book contract is Flush, the cocker spaniel who starred with Katharine Cornell in "The Barretts of Wimpole Street." He makes his bow as an author with "Flush of Wimpole Street and Broadway," which is being published by Robert M. McBride & Company on September 6th. ❀ ❀ ❀

The little cocker spaniel of Hastings Harcourt is to find immortality on the jacket of the first edition of "Flush," the forthcoming book of Virginia Woolf to be issued in October. The manufacturing department of Harcourt, Brace & Company wanted a picture of a spaniel to decorate this dog story by Miss Woolf and a photographer made an excellent snapshot which will give pleasant evidence that the new book is the story of a dog and a lovely one. There should be no confusion between the two "Flush" books. The Harcourt book is the story of the original Flush, the pet of Elizabeth Barrett Browning, while the McBride book is the autobiography of the Flush which played in "The Barretts of Wimpole Street." ❀ ❀ ❀

John Lyons, manager of the Book Department in Gimbel Brothers, Milwaukee, Wisconsin, resigned on August 12th. Mrs. Mae Wood now has charge of the department. ❀ ❀ ❀

Mrs. Anna McAuliff of Albert Whitman and Co., Chicago, is giving a series of talks over the radio, over station KYW, on the subject of children's books, every Tuesday at one-thirty P. M. ❀ ❀ ❀

C. C. Schepmoes of Oxford University Press, one of the most beloved and widely known of book travelers, has this summer celebrated with Mrs. Schepmoes his golden wedding anniversary. ❀ ❀ ❀

Eunice Blake, formerly in the Juvenile Department at Macmillan's, is now at Macy's in the book department. ❀ ❀ ❀

Lovat Dickson, Limited, London, have appointed Marion Saunders their representative in the United States, and all enquiries



Flush, after a conference with his publisher, Robert M. McBride, has just signed the contract for his book

concerning their publications should be addressed to her. Marion Saunders also has the exclusive agency in the States for the publications of Denis Archer, the Search Publishing Company. ❀ ❀ ❀

Meredith Nicholson, well-known Indiana author, has been appointed Minister to Paraguay by President Roosevelt. Mr. Nicholson has been an active worker for the Democratic party for a number of years. ❀ ❀ ❀

The Corner Office was flattered to receive a copy of the new *Times* daily book page, sent over by Western Union messenger the day of its first appearance, last Wednesday. Publishers' support for the venture will apparently not be lacking if one can judge from the first issue. ❀ ❀ ❀

Ellery Queen, pseudonymous master-mind of mystery stories, is editor of the new *Mystery League*, a monthly devoted to mystery stories by well-known authors. The first issue contains Barnaby Ross' forthcoming novel "Drury Lane's Last Case" complete in the one issue. Dashiell Hammett, Dorothy Sayers and Ellery Queen are also represented. *Mystery League* is published by the League Publishers, Inc., Sydney M. Biddell, president and treasure of the firm, has been identified previously with the publishing of *Mystery League* books. ❀ ❀ ❀

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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September 9, 1933

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Confidence and Credit

WITH CHARTS AND STATISTICS coming from all directions, still the most important figures



WE DO OUR PART

of the next few weeks for gauging the state of industrial recovery will be the totals of retail sales. Not even the records of reemployment will have greater significance, as employment cannot be maintained without sales.

Never, in a national crisis, has the importance of the retail purchasing power been so emphasized. Not the production totals but the retailing totals are today's measure of our headway.

The month of July, using department store figures, showed an increase of 4% in sales over 1932; early reports, still incomplete, indicate that August will show a similar increase.

The betterment so far is spotty. It is spotty as to sections of the country, as to cities and as to stores. One cannot but feel that the new flow of money will gravitate toward those stores which can adjust their stock most quickly to meet new buying tendencies. For this new adjustment there has to be still

further clearance of old stocks (it will be hard to take these losses), and rapid tests of the new demands. To secure for the bookstores their share of new retail sales every dollar of the trade's capital and of credit will have to be used to its last ounce of power. Publishers and booksellers must work on credits and turnover together, taking advantage of every hard lesson of the past two years. On confidence and credit carefully used we have to lay these new foundations.

N. R. A. Studies Price Control

AT THIS WRITING the attitude of the N. R. A. on price control is not yet clear, but the tendency is toward recognizing its necessity for many industries. The real effectiveness of booktrade reconstruction depends greatly on the answer which the Administration gives. Publishers and booksellers cannot proceed toward uniform prices for all without the N. R. A. approval.

The oil industry needed price control and has obtained it under Presidential power, the lumber industry needed it and has obtained it under what many think is the most workmanlike code yet signed at Washington. The motion picture industry needs control of theater prices on new releases, and that will be a feature of the code which it is presenting. The tobacco industry also demands a retail price control. The desire of the book industry to have its merchandise sold on its merits and not as bait to purchasers of other goods is thus parallel to the needs and desires of other industries.

That there is movement in this direction is indicated by an N. R. A. release of last week in connection with the hearings on the general retail code and the drug store code. The proposal is that the drug trade shall be a division of the general retail trades with a special provision for a 56-hour instead of a 48-hour week.

"The cost formulas," the official release reads, "would have to be changed. The druggists, first asking for minimum prices at cost-plus-overhead-plus 5%, finally worked into their code a provision calling for administration approval of the so-called 'right of contract,' which would for the first time permit retailers legally to enter into sales contract with manufacturers. This concept is so fundamental and far-reaching that it is being studied by N. R. A. officials, including legal and economic research staffs.

Should it be approved, it would supersede an outright stabilization formula."

"This right of contract formula," said Deputy A. D. Whiteside, who conducted the hearing, "would so fundamentally affect the traditional retailing practices that, if approved, it would sweep the country."

Not higher prices on books but wider distribution made possible by uniform prices to all is what our industry needs.

The New Leisure

WE'VE BEEN HEARING a lot about leisure time lately, and we're due to hear a lot more. It has been pretty well established that no matter how complete recovery may be we will never be able to make full-time jobs for the entire working population of the country. Therefore shorter hours and shorter weeks seem to be the one thing to which we may look forward with certainty. It will probably be difficult to make the transition. The doctrine of hard work has had its prophets and its disciples on this continent since the first boatload of Puritans began clearing the forest and building log houses. And because the majority of us have made work our most important interest we have forgotten not only how to play but how to idle profitably. The acquisition of leisure hours is going to create a problem, individually and collectively.

Last week Grover A. Whalen, New York City chairman of the President's Emergency Re-employment Campaign, announced the appointment of a Committee on the Use of Leisure Time which included such important figures as Raymond B. Fosdick; Morse A. Cartwright of the American Association for Adult Education; John Erskine; Elbert K. Fretwell, of Columbia University; Howard Braucher of the American Recreation Association; Henry Overstreet of City College, New York; John H. Finley, associate editor of the *New York Times*, and John W. Davis, past president of the American Bar Association. While the committee has drawn criticism on the score that it is too academic, the naming of it does emphasize the fact that the leisure problem exists. It is to be deplored that no representative of the public libraries, to which above all else people may be expected to turn in leisure moments, was included on the committee.

The importance of books in the new leisure is obvious. During the past three years when many millions have had leisure

enforced on them, a desperate leisure, which did not permit recreation, the public libraries have reported a tremendous increase in the use of occupational books, books through which people have kept themselves abreast of developments in their own occupations or learned new ways to occupy themselves.

Bookstores, in reality, depend for their existence on leisure time. For every book that is read professionally or for business reasons hundreds are read either for pure diversion or for cultural advancement. There is going to be a great deal of competition for the time which has been released. Theatres, movie houses, beer gardens, game manufacturers, magazine publishers, are all going to make a strenuous bid for the use of whatever they have to offer. The booktrade must be in the thick of this competition, both for its own survival and because of the great wealth that books have to offer.

No Ban Needed

HOUGHTON MIFFLIN REPORTS that there have been not only protests but threats against the publication of Hitler's autobiography, "My Battle." The feeling here against Hitler is intense, not because of his political program, many have disagreed with the political programs of Stalin and Mussolini, but because his political program involves aggressive discriminations against the Jews. Can that fact justify the censorship of "Mein Kampf" in America? The book is not concealed propaganda, it is the signed and authentic views of the dominant figure in a revolution in a great state. Publication here does not force the reading of the book on those who may be bitterly sensitive to the hardships that the revolution has visited upon relatives and friends; the purchase of the book is not necessary for those who may feel that a wide sale would mean large income to the German chancellor but "My Battle" is a historical document of current importance which should be made available to all who are seriously studying contemporary history. To embarrass the publisher in his function as distributor of such a book is no blow against anti-Semitism, it merely handicaps our own students of political affairs.

NEXT WEEK
FALL ANNOUNCEMENT NUMBER

News of the Week

Publishing Codes May Be Brought Under One Heading

ACCORDING TO GENERAL JOHNSON there are over 400 codes filed in Washington that haven't yet been scheduled for hearing, but he states "since many of the codes represent branches of the same industry these will be grouped in one hearing and ultimately in a single code for the entire industry."

This current statement from the Administrator seems to indicate that as codes are filed they will be segregated in groups and ultimately be brought together for a common hearing. In such case eight different publishing codes may be brought under one heading with a probable clarification of the whole publishing situation. Of these groups, which, because of their differing problems of production and of selling, have been working separately, three or four have indicated their desire to make a joint presentation at Washington in conjunction with the National Association of Book Publishers, which has been closely following the whole publishing situation and acting as a point of contact when such contact facilitated progress.

A plan for a master code which would make possible constructive permanent contacts among the various divisions of publishing has been drawn by special counsel, and this seems likely to be needed if the suggestion of General Johnson for coordination is carried out. It may also develop that the booksellers' code could be coordinated with the trade book code, though the attitude of the administration on vertical coordination is not yet clear.

Two publishing codes have already been presented at Washington. That of the National Textbook Publishers' Council was presented by Henry H. Hilton of Ginn & Company, George L. Buck of Silver, Burdett & Company, and Harris Hart of the Johnson Publishing Company. This group has been anxious to get for its members a relief from the forty-hour week provisions of the blanket code which would enable them better to handle the September rush season in textbooks. The code of the National Association of Play Publishers has been presented but not allocated for a hearing.

The Association of Medical Book Publishers, under the chairmanship of W. D. Watson of W. B. Saunders Company, is prepared to present its code simultaneously with the National Association of Book Publishers as is the Bible Publishers Organization, and the Subscription Book Publishers and Distributors Organization is now giving careful consideration to its own divisional code and also to the advantages of joint presentation.

The code of the Association of Law Book Publishers and Dealers is ready. The Catholic Book Publishers and Religious Goods Convention has been meeting in New York the last week and is preparing to submit its code.

The delayed decision in Washington as to the attitude of the administration on price control has made the problems of the trade publishers and the American Booksellers' Association difficult. Both realize that without some plan of price control the chief reform needed in the general book industry is postponed. A summary of the situation in this respect is to be found on the editorial page, and decisions affecting the general situation are daily expected from Washington.

The booksellers' code, the preparation of which has been so ably conducted by Frank L. Magel, President of the A. B. A., and Cedric Crowell as chairman of the Code Committee, has been through numerous meetings and revisions, but its presentation has been halted until developments are more clear as to the price control problem and the relation of the bookseller to the publishing industry on one hand and the general retail code on the other.

The National Association of Book Publishers working on the trade book code has had several meetings, and the code as drafted by its special counsel will be submitted to members and to all trade book publishers in the course of a few days. The code has been carefully drafted to supply a full program for administering the code after its adoption and takes up some of the difficult problems of remainders, reprints, book club methods, premium books, etc.

Many other codes affecting the book industry are in process. The date for the book

manufacturing code has not yet been set but is likely to come later in the month. The book cloth industry and the paper and pulp industry have submitted codes.

The hearings on the general retail code are going forward, as currently reported in the press.

A hearing was given in Washington on September 1st to the Toy and Playthings Industry, which includes a book and game division. No changes were made from the form as presented, though Labor asked for a 30-hour week instead of the 40-hour week proposed. This code was presented by the Toy Manufacturers of the United States of America, Inc.

A code has also been submitted by the Book Cloth and Impregnating Industry, presented by the eight largest companies in this field, including Interlaken, Holliston, Du Pont, Athol, Columbia, etc. This code includes a program for open price schedules with files kept at the Institute of Book Cloth and Impregnated Fabrics Manufacturers, N. Y. C.

The president has allowed labor changes in the blanket code for the Office Building Industry to a scale of \$15 a week in cities of over 500,000; \$14.50 in cities of 250,000; and \$14 in cities of less than 250,000, with a dollar differential in cities in the south, with cleaners not less than 20 cents an hour.

Los Angeles Rare Book Dealers Organize Association

THE LOS ANGELES ANTIQUARIAN BOOKSELLERS' ASSOCIATION was formed on August 21st, membership being composed of used and rare book dealers in the Los Angeles metropolitan area. Ernest Dawson of Dawson's Book Shop was elected president, and the first business of the Association was the adoption of a resolution to aid in the repeal of the California sales tax. Other officers are: Jake Zeitlin of Jake Zeitlin: Books, vice president; Louis Samuel of the Penguin Book Shop, secretary; and Warren S. Rogers of Rogers' Book Shop, treasurer. N. M. Gordon of the Satyr Book Shop, Fred Lofland of the Lofland Book Store, and Louis Epstein of Louis Epstein's Book Shop were elected to the executive committee. Communications may be addressed to Louis Samuel, Penguin Book Shop, 9675 Wilshire Boulevard, Beverly Hills, California.

Publishers Ad Club Will Meet September 21st

THE PUBLISHERS AD CLUB will resume its meetings at the Empire State Club this month. The first meeting will be held on September 21st. Irita Van Doren, editor of the *Herald-Tribune Books*, will be the speaker and will talk about the new *Tribune* publicity plan which will be carried on with the cooperation of the bookstores. There will also be, on this date, another election of officers, as George Oppenheimer, newly elected president, has left these parts for bigger and better things in Hollywood; Betty Honness, secretary, has temporarily left the book business with the recent Appleton-Century merger; and Eugene Reynal has resigned from the vice-president's post. Helen Taylor, last year's secretary, is in a sort of temporary and involuntary command.

Judge to Pass On "Ulysses"

THE FATE OF James Joyce's "Ulysses" now rests solely on the shoulders of Federal Judge John M. Woolsey, who will decide after reading the book whether or not it may be imported and published in this country. The attorneys, Assistant United States Attorney Nicholas Atlas for the government, and Jonas J. Shapiro for Random House, reached the agreement last week that the question of deciding whether or not "Ulysses" was immoral should be decided by the Judge without the assistance of a jury. The case has been in the courts for more than a year.

Appleton-Century Takes Over Pocket Dictionaries

APPLETON-CENTURY ANNOUNCES that it has taken over the publication of the "E.F.G." Pocket Dictionaries, issuing them on September 1st. This series includes a "Pocket Pronouncing Dictionary of the English Language," "New Pocket Dictionary of the German and English Languages," "New Pocket Dictionary of the Spanish and English Languages," "New Pocket Dictionary of the Latin and English Languages," "New Pocket Dictionary of the English and Italian Languages," and "Pocket Pronouncing Dictionary of the French and English Languages."

Obituary Note

JAMES F. DRAKE

JAMES F. DRAKE, widely known in the United States and Europe as a dealer in rare books, first editions and autographs, died at his home in Bayside, L. I., on August 31st. He had been confined to his home with heart trouble for several months and died suddenly from a stroke. On September 13th he would have been seventy years old.

Mr. Drake was associated with his two sons, Colonel Marston Drake and James H. Drake who will continue the business, retaining the firm name of James F. Drake, Inc.

Mr. Drake was born in New York, the son of James Hampton Drake. He was graduated from the City College of New York and went immediately into the book business in 1881, starting as salesman in the rare book department of Dodd, Mead & Co., then one of the leading rare book dealers in this country. After seven years' work with this firm, under orders from his physician, he went to Southern California where he had his home in Redlands until 1900, when he returned to New York as manager of the rare book shop of George H. Richmond, and later was connected with J. W. Bouton, another rare book dealer, in the same capacity.

In 1905 he opened his own book shop at 4 West 40th Street, in a small room, with but few shelves of most carefully selected rare books. It has been my good fortune to have known Mr. Drake for nearly a half century, and my regard for him has grown with the passing years. I remember distinctly a twilight conversation twenty-eight years ago when he outlined the kind of bookshop he was going to establish. Mr. Drake said: "I have named my shop the Association Book Company because I want to emphasize the kind of stock that I shall carry. I shall specialize in a wide range of first editions with a leaning to association books, choice autographs, intended for discriminating book lovers and collectors. The stock I carry will be in the right condition, carefully selected, bought at the right price and sold at a reasonable profit. My buying and selling will be free from the friction of bargaining that is so objectionable to many, and which I promised myself to eliminate if I ever had the opportunity."

In seventeen years this little bookshop



James F. Drake

grew until the rarities that he had brought together filled the entire floor, and more space was necessary. This forced the removal to 14 West 40th Street where two floors were used, and eleven years more made it desirable to take advantage of more commodious quarters at 24 West 40th Street. At the time of this removal, two or three months ago, the stock of this bookshop was inventoried at more than a million dollars. Mr. Drake never saw his shop in its new location, but his ideal had become a reality, and had given him fame in the rare book world.

Mr. Drake mastered his calling in the best book shops of his earlier years. He was familiar with trade practices at home and abroad. From the first he had experience, clearness and purpose, industry and practical ideals. He was patient, far-sighted, sound in methods and policies, and inspired confidence. But he had a personality that was the greatest factor of all. He was kind, friendly and one liked to do business with him. He attracted booklovers and collectors and interested and helped them. He made friends easily and as easily kept them. His passing will be mourned by all who knew him personally, and by many who never met him.

FREDERICK M. HOPKINS



G. & C. Merriam's exhibit of the history of the Webster Dictionary at A Century of Progress attracted more than 30,000 visitors last week.

Customers' Choice

John Macrae, Jr., contributes a cheerful note this week. Not so long ago, Mr. Macrae tells us, in his wanderings about the bookshops he happened to go into one store which was deserted when he arrived and remained destitute of customers all the time he was there. It was hot and the young lady he was talking with seemed a bit dejected. A few days later he received a note from her in which she said, "After you left I made a sale amounting to \$460. I think you must have brought me good luck. Come and see me again soon." This ought to make Mr. Macrae official mascot for the booksellers' New Deal, and a very popular visitor.

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Another cheerful note comes from *Blue Ribbon Books* where they are working overtime to keep up with the orders for Pop-Ups. The advance sale was over 50,000 copies and another 50,000 is scheduled to be ready by the end of this month. Freeman Lewis tells us there is a staff of girls working

day and night pasting and assembling the books, all under the wings of the Blue Eagle. Reorders are coming in for quantities as high as 1000 a title and orders are running about 10,000 ahead of shipments. The *Blue Ribbon* slogan is "Do your Pop-Up buying early."

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The United Artists organization has sent out to every officer in every United Artists exchange throughout the world a brochure urging exhibitors of the Walt Disney "Old King Cole" Silly Symphony to tie up with the bookstores in their community. A King Cole poster has been made up for book dealers and movie exhibitors and every effort is being made by Blue Ribbon to help the tie-ups wherever made. More than 2500 posters for the Mickey Mouse Pop-Up books have been distributed to booksellers already, which Blue Ribbon claims, is the record for so many posters on request from dealers in so short a time.

We've been urging booksellers to use related objects in tie-ups with books. Last week we discovered someone effectively using books in a tie-up with related objects. The someone is Sheffield's, chain store grocers, who are using "Whiteman's Burden" as the central piece for a campaign on reducing foods. Sheffield's has put out a flyer headed by a picture of the new Paul Whitman and his wife with the caption "90 Menus for 30 Days to help you reduce." The book is advertised as for sale at all Sheffield stores (at the full price) and beneath is a list of foods under the caption "Just Imagine—These Foods for Reducing." We don't urge booksellers to put in a line of staple and fancy groceries, but the tie-up is a good one.

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Speaking of food the newest social event in Wichita, Kansas, is the Book Review Tea, which takes the place, so we are told by Ruth E. Hammond, librarian of the Wichita City Library, of bridge benefits, etc., as a money raising project for women's clubs, church societies and other groups. Almost every women's organization in Wichita had one or more of these teas last winter.

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The usual procedure, Miss Hammond writes, is to secure a large and beautiful home as the setting for the party. Then an outstanding person is chosen to give the review—a long review of some important recent book, and the affair is played up in the society columns of the newspapers. A short musical program precedes the book review and the afternoon ends with the serving of tea. Tickets are sold at 25 cents and it has not been unusual to clear \$50 from one tea. Miss Hammond says that these teas have aroused interest in reading. The library was kept busy suggesting books for review, and it became decidedly the thing in Wichita to talk books. Perhaps the bookstores even sold a few extra copies.

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Another party which recently came to our attention was the shop and garden party given on August 22nd at Katharine Lord's Little Book House in Nantucket for Caroline Dale Snedeker. Mrs. Snedeker autographed her books for the guests. Miss Lord says that she has discovered that several so-called juveniles are enjoyed as much by older men and women as by the children. Mrs.

Snedeker's books are a case in point, "Down-right Dency" and its sequel "The Beckoning Road," both having a real interest to adults who like New England history. "Smuggler's Luck" and "Little Maid of Nantucket," are two others that have pleased grown-ups.

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Bridge parties this fall and winter may offer as prizes Dale Collins' new novel "Vulnerable" just published by *Bobbs-Merrill*. In this book playing cards are made the tools of destiny and the fate of the characters is decided by the outcome of card games. The publishers have put the book up in a box resembling a large deck of cards.

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Bridge and all other games may be made even more popular if the added leisure time promised under the New Deal becomes a fact. Hobbies ought to benefit, too. Any leisure time activity may be made to benefit the bookseller, who can urge his customers to read up on their favorite playtime pursuits or to fill up their hours with reading. *Whittlesey House* reports that the last few weeks have shown a decided pickup in the sales of Gove Hambidge's "Time to Live."

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People who like to draw in their spare time should be interested in a couple of gadgets which the Putnam Bookstore had on display last week. They are called the Davis Reflectograph and Sketch-Quick, and they enable anyone to copy pictures or draw objects of various sizes. The mechanics are a bit beyond us, but the principle is that anything in front of the Reflectograph eyepiece is reflected on the drawing paper where it can be copied. The Reflectograph corporation at 1501 Broadway, New York City, is the distributor. The Putnam display stopped the crowds.

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Frank X. Howard's window display at Dutton's, Inc., may always be counted on to stop crowds, too. Mr. Howard has given us the results of some of his summer displays. Here they are:

"Julia Newberry's Diary"	307 copies
"As the Earth Turns"	235 copies
"Yachts Under Sail"	51 copies
"The American Gun Mystery"	100 copies
"He Arrived at Dusk"	88 copies

A display of "Arches of the Years" a couple of weeks ago exceeded even the record-breaking sales of "Julia Newberry's Diary." There's a picture of Mr. Howard's display of the new Wodehouse on this page.



The other picture in this department is that of the G. & C. Merriam Company exhibit at A Century of Progress in Chicago. Last week more than 30,000 visitors passed through the Merriam-Webster booth and saw the numerous dioramas which were prepared to fix in the minds of spectators the dates of the important revisions and editions of Webster's dictionary from 1828 down to the present time. One group of tableaux illustrates the origin of a number of common words. Webster's desk is also on exhibit and so are copies of the famous Webster "Blue Back Speller" and the 1806 dictionary.

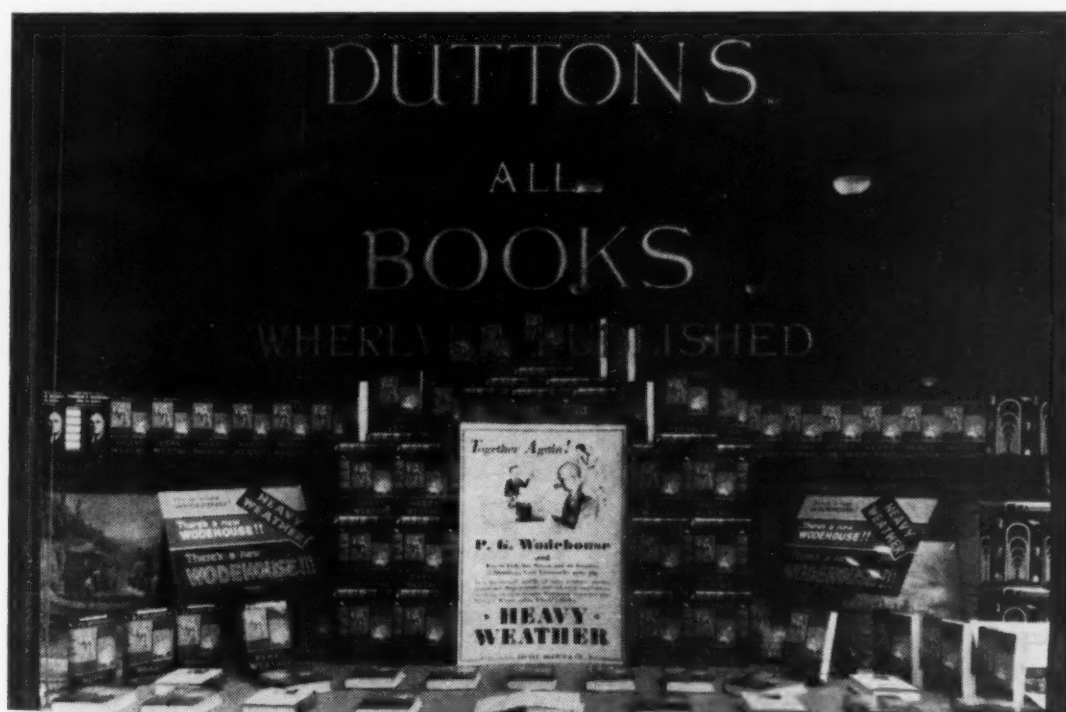


Oxford has recently published "A Survey of English Dictionaries" by M. M. Mathews which gives a brief account of English lexicography and points out the chief characteristics of the English dictionaries in common use in England and America.

The end of August was considerably brightened for the Doubleday shops by the sale of the new \$1 edition of "Roget's Thesaurus." 1000 copies were sold in a week—200 at the Nassau Street store, 100 in the Pennsylvania Terminal and 175 in the Grand Central Station. Alfred van Duym can take a good deal of credit for these figures. He put hand-written cards pointing out the advantages of the book in his window display and they proved a real attraction.



Covici Friede are a little bewildered at the sudden advance in sales of "The Coming Struggle for Power" by John Strachey, published early in January. Of the fourth edition, 6,000 copies have been sold and it is reputed to be a best seller among non-fiction books in Chicago. The sales for last month doubled those for June and the publishers tell us that practically every bookstore in the United States has had some demand for the book. Reviewers, in mentioning economics books, invariably recommend the Strachey book, and Mr. Strachey's visit to the United States this year will probably add still more to its already steady sale.



Frank X. Howard designed this window display of "Heavy Weather" for Dutton's, Inc.

P. W. Market News

One Month from Now—A Forecast

AH WILDERNESS! by Eugene O'Neill. *Random House*, \$2.50

GIVE YOUR HEART TO THE HAWKS, by Robinson Jeffers. *Random House*, \$2.50.

TESTAMENT OF YOUTH, by Vera Brittain. *Macmillan*, \$2.50.

THE BONFIRE, by Dorothy Canfield. *Harcourt, Brace*, \$2.50.

THE DEATH OF A WORLD, by Romain Rolland. *Holt*, \$2.50.

THE DRAGON MURDER CASE, by S. S. Van Dine. *Scribner*, \$2.

LIFE, LOVE AND JEANETTE, by Louise Platt Hauck. *Penn*, \$2.

THERE'S ALWAYS ANOTHER YEAR, by Martha Ostenso. *Dodd, Mead*, \$2.

LETTERS OF GROVER CLEVELAND, ed. by Allan Nevins. *Houghton Mifflin*, \$5.

LONG PENNANT, by Oliver La Farge. *Houghton Mifflin*, \$2.50.

POEMS, 1924-1933, by Archibald MacLeish. *Houghton Mifflin*, \$3.

Oct. 5. A play laid in America in 1906, a relaxation from O'Neill's usual tragic mood. George M. Cohan will play in the Theatre Guild production, opening Oct. 2.

Oct. 5. Containing a long narrative poem, shorter poems and a cycle of poems, "Descent to the Dead."

Oct. 10. An autobiographical narrative of the generation that was "young and vulnerable" during the war years.

Oct. 12. A novel of modern love and marriage against the background of an old-fashioned Vermont village. Serialized in *Woman's Home Companion*.

Oct. 13. The post war years and Annette's progress into middle life in this novel by the great French writer.

Oct. 13. Philo Vance solves a swimming pool murder with his knowledge of tropical fish and mythological lore.

Oct. 13. By a popular love story artist.

Oct. 13. A romantic novel of the Dakota prairies.

Oct. 16. The author of the Pulitzer Prize biography of Cleveland edits these hitherto unpublished letters.

Oct. 16. A sea story about Yankee mariners in the War of 1812.

Oct. 16. Three out of the four Houghton Pulitzer prize-winners' 1933 books.

Out This Week

CRY HAVOC! by Beverley Nichols. *Doubleday, Doran*, \$2.50.

ENTERTAINING THE ISLANDERS, by Strothers Burt. *Scribner*, \$2.50.

GIPSY WAGGON, by Sheila Kaye-Smith. *Harper*, \$2.50.

HEAR, YE SONS, by Irving Fineman. *Longmans, Green*, \$2.

THE JOURNAL OF GAMALIEL BRADFORD, ed. by Van Wyck Brooks. *Houghton Mifflin*, \$5.

LOVE'S A PUZZLE, by Faith Baldwin. *Farrar & Rinehart*, \$2.

MANDOA, MANDOA! by Winifred Holtby. *Macmillan*, \$2.50.

THE MASTER OF JALNA, by Mazo De La Roche. *Little, Brown*, \$2.50.

MR. PETE & CO., by Alice Hegan Rice. *Appleton-Century*, \$2.

TWO BLACK SHEEP, by Warwick Deeping. *Knopf*, \$2.50.

A prominent young English writer pleads for peace and formulates a terrible indictment of the great armament firms.

New York, a Carolina plantation and an island in the West Indies are the backgrounds.

An English farmer and his wife lose their land and take to a roving life.

The saga of a Jewish family in 19th century Europe and later in America.

A day by day commentary on life and literature over half a century, by one of America's great men of letters.

The family of a middle-western automobile magnate tangles their love affairs and the depression.

A tragi-comedy of a primitive African community exploited for the benefit of jaded tourists.

A good Jalna story, with Renny the central figure. We suspect there will be more to come. Second printing.

Second printing before publication. The romantic story of human derelicts in a Kentucky river town.

A romance of two who suffered unjustly.

P. W. Market News

Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. <i>Farrar & Rinehart</i> , \$3.	Still the leader on practically every best seller list, though "The Farm" is a good rival this week.
THE FARM, by Louis Bromfield. <i>Harper</i> , \$2.50.	The <i>Times</i> reports it first in Philadelphia and the <i>Daily News</i> gives it first place in Chicago.
PRESENTING LILY MARS, by Booth Tarkington. <i>Doubleday, Doran</i> , \$2.50.	Third printing.
THE SOFT SPOT, by A. S. M. Hutchinson. <i>Little, Brown</i> , \$2.50.	Fourth on Baker & Taylor and American News latest best seller lists.
AS THE EARTH TURNS, by Gladys Hasty Carroll. <i>Macmillan</i> , \$2.50.	A best seller in St. Louis and San Francisco stores reporting to the <i>Times</i> last week.
MARIE ANTOINETTE, by Stefan Zweig. <i>Viking Press</i> , \$3.50.	First in non-fiction on the <i>Times</i> lists from New York, Boston and New Orleans.
THE FIRST WORLD WAR, ed. by Laurence Stallings. <i>Simon & Schuster</i> , \$3.50.	First in Washington stores last week, second in Boston and Philadelphia.
LIFE BEGINS AT FORTY, by Walter B. Pitkin. <i>Whittlesey House</i> , \$1.50.	Sold more copies in July than in any previous month since publication last October.
100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. <i>Vanguard Press</i> , \$2.	More copies were sold in August than in any of the four previous months. Heads the non-fiction on American News' latest best seller list.
THE ARCHES OF THE YEARS, by Halliday Sutherland. <i>Morrow</i> , \$2.75.	Second at New York stores last week.

Other Bookstore Favorites

THE FAULT OF ANGELS, by Paul Horgan. <i>Harper</i> , \$2.50.	Third at Brentano's (N. Y.) last week, and a best seller at six Chicago stores.
THE PARADINE CASE, by Robert Hichens. <i>Doubleday, Doran</i> , \$2.50.	Third printing.
DONA CELESTIS, by Ethel M. Dell. <i>Putnam</i> , \$2.	Second printing. Third on McClurg's best seller list for last week.
HEAVY WEATHER, by P. G. Wodehouse. <i>Little, Brown</i> , \$2.	Keeping up the Wodehouse pace.
MISS BISHOP, by Bess Streeter Aldrich. <i>Appleton-Century</i> , \$2.	Heads fiction on McClurg's latest list.
THE MIRRORS OF WALL STREET, Anonymous. <i>Putnam</i> , \$2.50.	Fourth on the latest American News list.
MELLON'S MILLIONS, by Harvey O'Connor. <i>John Day</i> , \$3.	Second in non-fiction at Brentano's (N. Y.) last week.
OLD GIMLET EYE, by Lowell Thomas. <i>Farrar & Rinehart</i> , \$2.75.	Led non-fiction at four Philadelphia stores last week, second in Washington.
THE CRIME OF CUBA, by Carleton Beals. <i>Lippincott</i> , \$3.	Two printings before publication and a third a week afterward. Second at N. Y. stores last week.
THE BARBARY COAST, by Herbert Asbury. <i>Knopf</i> , \$3.	Outselling all other non-fiction on the Pacific Coast.

P. W. Market News

Books About Shakespeare

EVERY WEEK in this column the *Publishers' Weekly* prints a short list of recent books on special subjects to help the bookseller reach customers with special interests.

SHAKESPEARE. By John Drinkwater. *Macmillan*, 75c.

SHAKESPEARE UNDER ELIZABETH. George Bagshawe Harrison. *Holt*, \$3.

SHAKESPEARE AND HAWAII. By Christopher Morley. *Doubleday, Doran*, \$1.25.

THE EDUCATION OF SHAKESPEARE. George A. Plimpton. *Oxford*, \$2.

ON READING SHAKESPEARE. By Logan Pearsall Smith. *Harcourt, Brace*, \$1.50.

SHAKESPERIAN SCRAPS AND OTHER ELIZABETHAN FRAGMENTS. By Samuel A. Tanenbaum. *Columbia Univ. Press*, \$3.75.

Notice to Control Card Users

"JAN THE ROMANTIC" by Albert Bigelow Paine (Penn) has been postponed from Sept. 22nd to Oct. 6th.

"Flush" by Virginia Woolf (Harcourt) has been advanced from Oct. 12th to Oct. 5th.

"Rockwellkentiana" by Rockwell Kent (Harcourt) has been postponed from Sept. 14th to Oct. 5th.

"The Heart of Emerson's Essays" edited by Bliss Perry (Houghton) has been postponed from Sept. 6th to Sept. 13th.

"The Two Franklins" by Bernard Fay (Little, Brown) has been postponed from Sept. 22nd to Oct. 6th.

"The Woman on the Beast" by Helen Simpson (Doubleday) has been postponed from Oct. 11th to Nov. 1st.

"A Variety" by Noel Coward (Doubleday) has been postponed from Oct. 11th to Nov. 1st.

The title of Margaret Pedler's book (Doubleday—scheduled for Oct. 25th) has been changed from "Pitiless Choice" to "The Greater Courage."

Business Notes

SANTA CRUZ, CALIF.—The Palette Book Shop has been opened at 245 Soquel Ave., by H. McK. Hackwood.

PAYETTE, IDAHO—Mione Shoppe has been opened at 709 Center Ave., by Mrs. Laura Fisher.

NEW ORLEANS, LA.—Harmanson's Book Store has moved from 916 Gravier St. to 333 Royal St.

NEW YORK CITY—Braid's Book Shop, 147 E. 45th St. J. Braid. General bookshop and circulating library, specializing in first and limited editions.

Forthcoming Reprints

November 10th

WOMAN AT THE PUMP, by Knut Hamsun, *Knopf*, \$1.

NON-FICTION

November 10th

MORNINGS IN MEXICO, by D. H. Lawrence, *Knopf*, \$1.

THOMAS HARDY, by S. C. Chew, *Knopf*, \$1.

THE NATIVES OF ENGLAND, by Henry Wood Nevinson, *Knopf*, \$1.

LIBERTY AND RESTRAINT, by Louis Lefevre, *Knopf*, \$1.

Communications

The Public Library of Toronto
Edward S. Caswell
August 18, 1933

Editor, *Publishers' Weekly*,

In reading your issue of August 5th, page 361, I notice you have credited me with a revised edition of "The Canadian Catalogue of Books." That is not what it is. It is the 11th annual list of Books Published in Canada, about Canada, or by Canadians. For eleven years this has been compiled by the Toronto Public Library, the price is 50c post-paid, and it is the only list of Canadian books that is issued.

Yours very truly,
GEORGE H. LOCKE.

Changes in Price

WILLIAM MORROW & COMPANY, INC.

Janet Smalley's "Now and Then" and "The Animals Came In," will each be reduced to \$1.00 on September 13th. Katherine Kuebler's "Hansel the Gander," will be \$1.50 on the same date.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

- Abbot, Willis John** **Bi**
 Watching the world go by. 370p. il. O c. Bost., Little, Brown 3.00
 These reminiscences of a veteran journalist at present on the editorial staff of the *Christian Science Monitor* give a picture of American politics and journalism for the past fifty years.
- Adams, James Truslow** **Bi**
 The Adams family. 370p. front. (por.) O [c. '30] N. Y., Blue Ribbon B'ks 1.00
- Anson, Peter Frederick**
 The quest of solitude; il. by the author. 295p. (bibs.) D ['33] N. Y., Dutton 2.50
 A history of various religious orders with descriptions of their solitary retreats and daily life.
- Armer, Mrs. Laura Adams** **Ju**
 Dark circle of branches; il. by Sidney Armer. 221p. O c. N. Y., Longmans 2.50
 The story of a little Navaho boy when his canyon is invaded by Kit Carson's troops and his people exiled for four years. The legends, songs and customs of the Navahos are described.
- Baldwin, Faith [Mrs. Hugh Hamlin Cuthrell]** **Fi**
 Love's a puzzle. 300p. D [c. '33] N. Y., Farrar & Rinehart 2.00
 Peter Lambert starts work in his grandfather's automobile factory in Michigan only to find life complicated by the romantic entanglements of Margie, Kim Crosby, Gloria, himself, and even his mother.
- Ballantine, William Gay**
 The logic of science [new ed.]. 230p. D [c. '30, '33] N. Y., Crowell 2.00
 Formerly entitled "The Basis of Belief."
- Barton, Joseph Edwin** **Ar**
 Purpose and admiration; a lay study of the visual arts. 289p. il. O '33 N. Y., Stokes 3.00
 An account, for the general reader, of the progress of the arts which appeal to the eye and their relation to the life of mankind from earliest times to the present.
- Bates, Herbert Ernest** **Fi**
 The black boxer; tales. 272p. D [n.d.] N. Y., Robert O. Ballou bds., 2.00
 Eleven short stories.
- Bennet, Robert Ames** **Fi**
 Feud of cattle kings. 297p. D c. N. Y., Ives Washburn 2.00
 Romance and a bitter cattle feud in the old Southwest.
- Bible** **Re**
 The Epistle to the Hebrews, with some interpretative suggestions and tr. by Wilfrid H. Isaacs. 115p. O '33 N. Y., Oxford 1.25
- Bobbé, Mrs. Dorothea De Bear** **Bi**
 De Witt Clinton. 319p. (4p. bibl.) il. (pors.), map O c. N. Y., Minton, Balch buck., 3.50
 A biography of one of the least-known major figures in American history.
- Bowers, Claude Gernade** **Hi**
 The tragic era; the revolution after Lincoln. 589p. (7p. bibl.) front. (por.) O [c. '29] N. Y., Blue Ribbon B'ks 1.00
- Bradford, Gamaliel** **Bi**
 The journal of Gamaliel Bradford, 1883-1932; ed. by Van Wyck Brooks. 573p. front. (por.) O c. Bost., Houghton 5.00
 A day-by-day record of an impressive literary career of fifty years, that of the late Gamaliel Bradford, one of America's most distinguished biographers.
- Brunhoff, Jean de** **★ Ju**
 The story of Babar, the little elephant; tr. from the French by Merle Haas; il. by the author. 47p. il. (col.) F c. N. Y., Smith & Haas bds., 3.00
 A picture book about an elephant who was adopted by a wealthy old lady. The French edition, which has been sold in a few stores over here, has been very popular.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bryan, Dorothy and Bryan, Marguerite Ju
Michael and Patsy on the golf links. no p. il.
(pt. col.) obl. D c. Garden City, N. Y., Doubleday
bds., .75

A picture book for younger children about two
Sealyham puppies. A game, with directions for play-
ing it, has been worked out on the endpapers.

Burroughs, Edgar Rice Fi
Tarzan and the city of gold. 316p. il. D [c. '33]
Tarzana, Cal., Edgar Rice Burroughs, Inc. 2.00
The extraordinary adventures of Tarzan in Abys-
sinia.

Burt, Maxwell Struthers Fi
Entertaining the islanders. 458p. D c. N. Y.,
Scribner 2.50

A novel, laid in New York, a Carolina plantation
and the West Indies, which tells of the struggle of a
modern man and woman for a saner scheme of living.

Carpenter, Frances Ju
Tales of a Russian grandmother. 302p. il. (pt.
col.) O c. Garden City, N. Y., Doubleday 2.50
Fairy tales of old Russia, for children from 7 to 11.

Chaffee, Edmund B. Re
The Protestant churches and the industrial crisis;
foreword by Henry Sloane Coffin. 255p. D c.
N. Y., Macmillan 2.00

What the churches can and ought to do toward
social reconstruction, by the director of Labor Temple,
New York.

Chamberlain, John
Farewell to reform; 2nd ed. O ['33, c. '32]
N. Y., John Day 3.00
Formerly published by Liveright.

**Chamberlin, Thomas Chrowder and Salisbury,
Rollin D.** Sc
College text-book of geology; 2nd ed.; pt. 1,
Geologic processes and their results; rev. by Rollin
T. Chamberlin and Paul MacClintock. 456p. il.,
maps (pt. col.), diagrs. O [c. '09-'33] N. Y., Holt
3.00

**Chant, Clarence Augustus and Burton, Eli
Franklin** Sc
Text book of college physics. 555p. il. (pt. col.),
diagrs. O [c. '33] N. Y., Holt lea. cl., 3.25

Chapman, Charles Edward Hi
Colonial Hispanic America: a history. 422p. (35p.
bibl.) il. (pors.), maps O c. N. Y., Macmillan 2.40

By a professor of Hispanic American history in the
University of California.

Cheesman, Lucy Evelyn
Insect behaviour. 189p. il. D [n.d.] N. Y.,
Robert O. Ballou bds., 1.50
A study of the behavior of various insects.

Clark, Herma
"Dear Julia—"; letters from Martha Freeman Es-
mond to her friend Julia Boyd of New York in the
days—"when Chicago was young." 64p. il. O c.
Chic., W. D. Bauman Co., 865 Chicago Daily News
Bldg. bds., 1.25; lim. signed ed., 3.00

A selection of the letters written between 1854 and
1879 which recently appeared in a series in the Chicago
Sunday Tribune under the title, "When Chicago Was
Young."

Close, J. B.
New pocket dictionary of the German and Eng-
lish languages; German-English and English-Ger-
man; new ed. 603p. Ff (E. F. G. pocket ser.) '33
N. Y., [Appleton-Century] 1.00

Appleton-Century has taken over the publication of
this series of pocket dictionaries. Most of them were
formerly published by Nelson. Others are listed in
this Record.

Coblentz, Stanton Arthur Po
Songs of the redwoods, and other poems. 77p.
front. O c. Los Angeles, Overland-Outwest Pub'ns,
502 H. W. Hellman Bldg. bds., 1.50

Collins, Herman Le Roy Hi
Pennsylvania the golden. 144p. D '33 Harris-
burg, Pa., Nat'l Historical Ass'n, 100 Telegraph
Bldg. 1.50

Colter, Eli Fi
The outcast of Lazy S. 286p. D [c. '33] N. Y.,
A. H. King 2.00
A tale of the Northwest and of Karl Sands' attempt
to prove himself innocent of the shot which blinded his
father, his rival in love, and killed his stepmother.

Coon, Carleton Stevens Fi
The Rifian. 310p. D (Atlantic Mo. Press pub'n)
c. Bost., Little, Brown 2.00
The romance of a blond-haired, blue-eyed, young
giant from the Rif who started out to steal a few
rifles and had an adventurous ten years getting back
to his people.

Adler, Alfred
Case of Mrs. A. 48p. O (Individual psychological
pub'ns) '33 Bost., Bruce Humphries pap., 1.00

Akerstroem-Soederstroem, Mrs.
Swedish smorgasbord: one hundred famous recipes
for the famous Swedish hors d'oeuvres [in Swedish].
91p. il. O '33 Milwaukee, Caspar, Krueger Dory
pap., 1.00

Barrett, Mary Franklin
Three keys to wild flowering plants of Connecticut,
southeastern New York, New Jersey and eastern Penn-
sylvania. 46p. il. O c. Bloomfield, N. J., Author, 64
Park Ave. pap., .50

Beauchamp, Wilbur L.
Instruction in science. 69p. (bibl. footnotes) O
(Office of Educ., bull. 1932, no. 17; Nat'l Survey of
Secondary Educ. monograph no. 22) '33 Wash., D. C.,
Gov't Pr. Off.; Sup't of Doc. pap., .10

Bentley, Byron Robert
Business law of real property. 538p. Q '33 Chic.,
Callaghan & Co. lea. cl., 5.00

Better Homes and Gardens
New ideas for modernizing your home; renewing,
re-modeling, redecorating, refurbishing. 64p. il. Q c. '33
Des Moines, Ia., Meredith Pub. Co. pap., .25

Bogart, Ernest Ludlow, ed.
Some American proposals for war debt revision. 44p.
O (Ill. Univ. Bur. of Hist. Research bull. 47) '33
Urbana, Ill., Univ. of Ill. pap., apply

Brain, W. Russell
Diseases of the nervous system. 915p. il. O (Oxford
medical pub'ns) '33 N. Y., Oxford 8.75

Bureau of Medical Economics
Medical relations under workmen's compensation; a
report. 156p. (bibl.) diagrs. O [c. '33] Chic., Amer.
Medical Ass'n pap., .75

Canfield, Kid
Be an expert card manipulator: confidence gambling
and card sharper's tricks exposed. 102p. il. D '33 Mil-
waukee, Caspar, Krueger, Dory pap., .50

Chipman, Frank E.
An index to legal periodical literature, American,
English, Canadian, British Colonial. 1335p. O '33
Ind., Bobbs-Merrill half lea., 45.00

Christie, William H.
The orbits of two spectroscopic binaries. 6p. diagrs.
O (Contribs. from Mt. Wilson Observatory no. 469) '33
Wash., D. C., Carnegie Inst. pap., apply

Clark, Barrett H.
Maxwell Anderson; the man and his plays. 32p.
(bibl.) front. (por.) D [c. '33] N. Y., S. French
pap., .35

Cordts, Anna Dorothea

The new path to reading; b'k 6; il. by Harold Sichel. 477p. (bibls.) D [c. '33] Bost., Ginn .84

Crawford, David Livingston

Paradox in Hawaii. 266p. D [c. '33] Bost., Stratford 2.00

An examination of industry and education in Hawaii and of the paradox they present.

Culbertson, Ely

Sixty contract lesson hands, illustrating correct bidding and play. 160p. D c. N. Y., Bridge World pap., .50

Daly, Carroll John

Murder won't wait. 315p. D c. N. Y., Ives Washburn 2.00

Vee Brown, song writer and ace killer in the New York police department, is sent out by the District Attorney to get Louie Mandozza, powerful gangster.

Dante Alighieri

La divina commedia: Inferno, Purgatorio, Paradiso; Italian ed. by H. Oelsner; English translations by J. A. Carlyle and others. 1260p. maps, diagrs. D [c. '33] N. Y., Dutton 2.10

The three volumes of the Temple Classics in a one-volume edition.

Deeping, Warwick

Two black sheep. 429p. D '33, c. '32, '33 N. Y., Knopf 2.50

The romance of an Englishman and a girl who were brought closer together through their suffering at the hands of the law.

De La Roche, Mazo

The master of Jalna. 387p. D (Atlantic Mo. Press pub'n) c. Bost., Little, Brown 2.50

A fourth novel about the Whiteoak family laid in the immediate present. It is especially the story of Renny, red-headed master of Jalna.

De Sola, Ralph and De Sola, Fredrica

Strange animals and their ways; foreword by Raymond L. Ditmars. 64p. il. O c. N. Y., Scribner 1.50

Pictures and descriptions of the world's strangest animals.

Ditmars, Raymond Lee

Strange animals I have known. 375p. front. O [c. '31] N. Y., Blue Ribbon B'ks 1.00

Dresbach, Glenn Ward

This side of Avalon. 56p. T (Friendly b'ks) [c. '28] Bost., Bruce Humphries bds., 1.00

Dublin, Louis Israel and Bunzel, Bessie

To be or not to be; a study of suicide. 453p. (13p. bibl.) diagrs. O c. N. Y., Smith & Haas 3.50

A statistical and case study of suicide and the methods that may help to control it, based upon data of the Metropolitan Life Insurance Company.

Dami, Luigi

Art in Italy; 4th ed. rev. by Corrado Ricci. 62p. il. O [n. d.] [N. Y., Italian Tourist Information Office, 745 Fifth Ave.] pap., gratis

[Darrow, George M.]

Strawberry culture, South Atlantic and Gulf Coast regions; rev. ed. 36p. il. O (Farmers' bull. 1026) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Davis, Mary Dabney and Hansen, Rowena

Nursery schools, their development and current practices in the United States. 97p. (bibl.) il. O (Office of Educ., bull. 1932, no. 9) '33 Wash., D. C., Gov't Pr. Off., Sup't of Doc. pap., .15

Dunne, Edward Fitzsimmons

Illinois, the heart of the nation; 5 v. 2576p. il. O '33 Chic., Lewis Pub Co., 180 N. Wacker Dr. 37.50; lea. cl., 50.00

Evers, Helen and Evers, Alf

The happy hen. no p. il. (col.) obl. D [c. '33] N. Y., Farrar & Rinehart bds., 1.00

A picture book for children up to seven.

Every, Edward Francis, D.D.

South American memories of thirty years. 216p. il., maps O [c. '33] [N. Y., Macmillan] 3.00

An English minister writes of his life and travels in many countries of South America, with several chapters on missions and their work.

Fielding, Archibald

The Tall House mystery. 305p. D c. N. Y., Kinsey 2.00

The sudden death of Charles Ingram, an expert on ciphers, during a house party in The Tall House in Chelsea, seemed to be linked with gambling and the possible existence of a cipher on a new gambling system.

Fineman, Irving

Hear, ye sons. 320p. D c. N. Y., Longmans 2.00

The story of a Jewish family as told by old Joseph who recalls his early life in 19th century Russian Poland before he emigrated to America.

Fisher, Arista Edward

Requiem; a novel. 277p. D [c. '33] N. Y., John Day 2.50

The story of one violent week in the life of a modern middle-class American family.

Fisher, Daisy

The hill beyond. 304p. D c. Garden City, N. Y., Doubleday 2.00

Jennifer didn't know what she wanted from life and was always dreaming of a romantic hill beyond, even though she loved her husband.

Fisher, John

To dream again. 282p. D [c. '33] N. Y., Holt 2.00

The story of Hubert Coleman who recalls the romance and adventure of his early days in Hawaii in the '80's and his later life in California and England.

Flack, Marjorie

Wag-Tail-Bess; il. by the author. no p. il. (pt. col.) obl. S c. Garden City, N. Y., Doubleday bds., 1.00

The picture-story of an Airedale who was afraid of everything until she met Angus, the little Scottie.

Florinskii, Mikhail Timofeevich

World revolution and the U. S. S. R. 278p. (bibl. footnotes) D c. N. Y., Macmillan 2.00

An examination of the central doctrine of communist theory, that of revolution, showing the difficulties of its development in the first years of the Russian Revolution, the struggle between Trotsky and Stalin and its international aspects and probable outcome.

Dougherty, Raymond Philip

Archives from Erech, Neo-Babylonian and Persian periods. 135p. (bibl. footnotes) Q (Goucher College cuneiform inscriptions, v.2) c. New Haven, Conn., Yale bds., 5.00

[Eliot, Charles B.]

An aid for analyzing the market for general consumer goods in New England. 17p. (bibl.) il. Q (Bur. of Foreign and Domestic Commerce pub'n) '33 Wash., D. C., Gov't Pr. Off., Sup't of Doc. pap., .05

Elkus, Sarah and Schwarz, Babette S.

Simple letters for foreign born adults. 32p. [c. '33] N. Y., Scribner pap., .35

- Fracchia, Umberto** ★ Fi
Robino and other stories; tr. from the Italian by Sir S. H. Scott. 96p. O '33 N. Y., Robert O. Ballou bds., 1.50
Four modern Italian tales, fantastic and symbolic in nature.
- Frasier, George Willard and Armentrout, Winfield Dockery**
An introduction to education; 3rd ed. 435p. (bibls.) il. (pors.) D [c. '24-'33] Chic., Scott, Foresman 1.80
- Gault, Robert Harvey and Howard, Delton Thomas**
An outline of general psychology; new rev. ed. 459p. (bibls.) il., diagrs. O '33, c. '25, '33 N. Y., Longmans lea. cl., 3.00; textb'k ed., 2.80
- Gibberd, Kathleen** Hi
The League in our time. [League of Nations.] 237p. D '33 N. Y., Peter Smith 1.50
- Gilkey, James Gordon, D.D.** Re
What can we believe? 175p. (bibl. footnotes) D c. N. Y., Macmillan 1.50
A study of the New Protestantism.
- Gordon, Neil, pseud. [Archibald Gordon Macdonell, John Cameron, pseud.]** Fi
The Shakespeare murders. 276p. D [c. '33] N. Y., Holt 2.00
The secret treasure of an English manor house is the cause of several violent deaths.
- Gray, Alexander**
Principles and practice of electrical engineering; 4th ed. rev. by G. A. Wallace. 551p. il., diagrs. O '33, c. '14-'33 N. Y., McGraw-Hill 4.00
- Greenlaw, Edwin Almiron and others.**
Literature and life; b'k 1; rev. ed. 640p. (bibls.) il. (col. front.) O [c. '27, '33] Chic., Scott, Foresman 1.80
- Greer, Sarah**
A bibliography of public administration; pt. 1, General literature. 101p. O c. N. Y., Inst. of Public Administration, 302 E. 35th St. 1.50
- Grose, Helena** Fi
Painted lady. 317p. D [c. '33] N. Y., Macaulay 2.00
Shirley Dail, fresh from the convent, plunges into the English underworld to find the man who had wronged her mother.
- Haines, Donal Hamilton** Ju
Triple threat; the story of Jim Allison at Hillton. 278p. front. D [c. '33] N. Y., Farrar & Rinehart 1.75
A story of the school politics which centered around Jim Allison, Hillton Academy's football star and candidate for Top of the School, the highest honor.
- Hallgren, Mauritz A.**
Seeds of revolt. 388p. (bibl. notes) D c. N. Y., Knopf 2.50
A study of American life and the temper of the American people during the depression, by an associate editor of *The Nation*.
- Hamilton, Mrs. Mary Agnes Adamson [Iconoclast, pseud.]** Bi
Sidney and Beatrice Webb; a study in contemporary biography. 321p. O '33 Bost., Houghton 3.50
A biographical study of an English couple who have long been leaders in the Labor Movement and in social and political progress.
- Hare, Amory [Mrs. Arthur B. Cook]** Fi
Deep country. 303p. D c. N. Y., Scribner 2.00
A novel of modern American society life in the hunting country of southeastern Pennsylvania.
- Hatfield, Henry Stafford**
The inventor and his world. 274p. (9p. bibl.) diagr. D '33 N. Y., Dutton 2.40
A handbook for the inventor, with a chapter on patent law. The story of invention from a practical and philosophic point of view, treating the various types of inventive fields.
- Hays, Arthur Garfield**
Trial by prejudice. 369p. il. O [c. '33] N. Y., Covici, Friede 2.50
The author reviews some notable cases from that of Tom Mooney to Charles E. Mitchell, in which he believes that prejudice has been "the thirteenth juror."
- Helme, Eleanor Edith and Paul, Nance** Ju
Roddy and Scuttle. 154p. il. (col. front.) O [n.d.] N. Y., Farrar & Rinehart 1.50
The adventures of a little English boy and his dog. For younger children.
- Hodgson, Violet H.**
Public health nursing in industry. 271p. (3p. bibl.) front., diagrs. D c. N. Y., Macmillan 1.75
A manual on the functions of the industrial nurse prepared for the National Organization for Public Health Nursing.
- Hohman, Mrs. Helen Fisher**
The development of social insurance and minimum wage legislation in Great Britain; a study of British social legislation in relation to a minimum standard of living. 462p. (13p. bibl.) diagrs. D (Hart, Schaffner & Marx prize essays, 53) c. Bost., Houghton 3.50
- Holtby, Winifred** Fi
Mandoa, Mandoa! a comedy of irrelevance. 402p. D c. N. Y., Macmillan 2.50
The tragi-comedy of a primitive African state exploited by a travel company for the benefit of jaded tourists.
- Home, Michael** Fi
Return. 491p. O c. N. Y., Morrow 2.50
A story of rural England and of Margaret, a peacher's wife, who strove to give her children something more than food and clothing and was rewarded by her son Harry.
- Harrington, Charles Robert**
The thyroid gland: its chemistry and physiology. 222p. il. O '33 N. Y., Oxford 4.50
- Hermannsson, Halldór**
Old Icelandic literature; a bibliographical essay. 50p. (bibl. footnotes) O (Islandica, v.23) '33 Ithaca, N. Y., Cornell Univ. Press. pap., 1.00
- Hoffmann**
Tricks with cards. 100p. il. D '33 Milwaukee, Caspar, Krueger, Dory pap., .50
- Howard, Mrs. Henry [Alice Sturtevant Howard], comp.**
The seamen's handbook for shore leave; 5th ed. 377p. nar. T c. N. Y., Amer. Merchant Marine Lib. Ass'n .50
- Foster, John Buckingham**
How to play the infield and the outfield. 184p. il., diagrs. S (Spalding's "red cover" ser. of athletic handb'ks, no. 97R) c. '33 N. Y., Amer. Sports Pub. Co. pap., .25
- Greiner Earl S. and others**
The alloys of iron and silicon. 468p. (31p. bibl.) il., diagrs. O (Alloys of iron research, monograph ser.) c. N. Y., McGraw-Hill 5.00
- Hansen, Alvin H. and Sogge, Tillman**
Occupational trends in Minnesota. 29p. Q (Employment Stabilization Research Inst., v.2, no. 4) '33 Minneapolis, Univ. of Minn. Press. pap., .50

Hoyer, Niels, ed.

Man into woman; an authentic record of a change in sex; the true story of the Danish painter Einar Wegener (Andreas Sparre); tr. from the German by H. J. Stenning; introd. by Norman Haire. 288p. il. O [c. '33] N. Y., Dutton 3.50

The editor has arranged the papers left by Lili Elbe, upon her death, into this book. It records the experiences of Einar Wegener, who, through a series of unique changes, was actually transformed into the woman, known as Lili Elbe.

Jarrett, Cora

Night over Fitch's Pond. 293p. D c. Bost., Houghton 2.50

During the night while he sat beside the body of his friend, Walter Drake pondered over the circumstances of his death and bit by bit reconstructed the real story of the tragedy.

Jell, George Clarence

Music masters in miniature [new ed.]. 287p. il. D '33, c. '30 N. Y., Scribner 2.00

Jennings, Herbert Spencer

The universe and life. 94p. (bibl. footnotes) D (Terry lectures) c. New Haven, Conn., Yale 1.50

A biologist presents the outlook on the world and man that arises through the study of biological science.

Jordan, Arthur Melville

Educational psychology; rev. ed. 539p. (bibls.) diagrs. O [c. '28, '33] N. Y., Holt 2.50

Jordan, Stroud

Confectionery standards; foreword by William F. Heide. 382p. (2p. bibl.) O (Confectionery studies no. 2) c. N. Y., Applied Sugar Laboratories, 109 Wall St. 5.00

Kang, Younghill

The happy grove; il. by Leroy Baldrige. 326p. O '33, c. '31, '33 N. Y., Scribner 2.00

The story of the author's boyhood in Korea, adapted from the first half of "The Grass Roof" for younger readers.

Kaye-Smith, Sheila [Mrs. Theodore Penrose Fry]

Gipsy wagon; the story of a ploughman's progress. 352p. O c. N. Y., Harper 2.50

Forced to leave their cottage, Fred Sinden and his wife roamed the English countryside in a gipsy wagon for several years until, when offered a steady job and home, they both discovered that their vagabond life had become a pleasure—and so refused.

Kennedy, Milward, pseud. [Milward Rodon Kennedy Burge]

Bull's eye. 278p. D c. N. Y., Kinsey 2.00

Sir George Bull, private detective, was engaged by Mrs. Docking to put an end to her husband's wandering affections, but soon found a murder case on his hands.

Knox, Rose B.

Marty and Company on a Carolina farm. 290p. il. (col. front.) D c. Garden City, N. Y., Doubleday 1.75

The adventures of Marty and her brother Guy on their North Carolina farm, for boys and girls from 8 to 12 years.

★ Bi

Kunhardt, Dorothy

Junket is nice. no p. il. (col.) obl. S c. '33 [N. Y.], Harcourt bds., 1.00

A picture-story for small children about an old man who promised to give a prize to the one who guessed what he was thinking about while eating junket.

Lattimore, Eleanor Frances

The seven crowns; il. by the author. 201p. D [c. '33] N. Y., Harcourt 1.75

The story of a little Danish girl and her life in Copenhagen, for younger children.

La Varre, Andre and La Varre, William

Johnny round the world; captions by Gratia Houghton Rinehart; foreword by Burton Holmes. 118p. il., map O c. N. Y., Simon & Schuster 2.00

A book of photographs of the boys and girls Johnny met on his trip around the world. The captions explain the pictures and give some idea of the countries Johnny visited.

Lenard, Philipp

Great men of science; a history of scientific progress; tr. from the German by Dr. H. Stafford Hatfield. 409p. (bibl. footnotes) il. (pors.) O c. N. Y., Macmillan 3.00

The history of scientific achievement in the biographies of more than fifty scientists of all times and countries, who have each made a great contribution to the advancement of some field of science.

Leslie, Shane

The Oxford Movement. 191p. il. O (Science and culture ser.) '33 Milwaukee, Bruce Pub. Co. 2.00

Lewis, Joseph

Spain, a land blighted by religion. 96p. il. O c. N. Y., Freethought Press Ass'n 1.00

An account of the author's recent trip to Spain, a country whose progress he believes was seriously impeded under the monarchy by the domination of the Catholic Church.

Life in the United States. 332p. D '33, c. '32, '33 N. Y., Scribner 2.50

A collection of twenty-seven narratives of contemporary American life from first-hand experiences or observation, selected from those submitted in Scribner's Magazine Narrative Prize Contest.

Lord, Daniel A.

Religion and leadership. 202p. O (College religion ser.) '33 Milwaukee, Bruce Pub. Co. 1.50

Lunn, Sir Henry Simpson

The secret of the saints; studies in prayer, meditation and self-discipline. 240p. (5p. bibl.) T c. N. Y., Macmillan 1.00

Lyell, Thomas R. G.

Slang, phrase and idiom in colloquial English and their use. 770p. S '33 N. Y., E. Steiger & Co. 2.00

McCaffrey, Frank

Campus memories; a sentimental stroll through the University of Washington campus. 100p. il. S '33 Seattle, Wash., Dogwood Press, 801 4th Ave. bds., 2.00

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Information about the New York Public Library. 53p. S '33 N. Y., N. Y. Public Lib. pap., .05

King, Arthur S.

Temperature classification of the spectrum of neodymium. 37p. (bibl. footnotes) il. O (Contribs. from Mt. Wilson Observatory no. 470) '33 Wash., D. C., Carnegie Inst. pap., apply

Latest archaeological discoveries in Italy, The. 109p. il. O [n. d.] [N. Y., Italian Tourist Information Office, 745 Fifth Ave.] pap., gratis

McBaine, James Patterson

Cases on civil procedure, selected from decisions of American and English courts. 1028p. O '33 St. Paul, Minn., West Pub. Co. lea. cl., 6.00

Macdonald, Rose Mortemer Ellzey

Then and now in Dixie. 300p. (bibl.) il., map
D [c. '33] Bost., Ginn .84
The history and geography of the southern States for
elementary school children.

Macfarlane, J., comp.

New pocket dictionary of the Latin and English
languages; Latin-English and English-Latin. 876p.
Ff (E. F. G. pocket ser.) '33 N. Y., [Appleton-
Century] 1.00

Magruder, Frank Abbott and Claire, Guy Shirk

The Constitution. 407p. (bibl. footnotes) O c.
N. Y., McGraw-Hill 2.50
An interpretative study of the Constitution of the
United States as it is in 1933.

Maxwell, Samuel Robert

Ec

Plenocracy; the science of creating abundance for
all. 335p. il. O [c. '33] Chic., Citizens' Universal
Service, 6 N. Michigan Ave. 1.00; 3.00; pap., .50

Meador, Stephen Warren

Ju

King of the hills. 250p. il., map O [c. '33]
N. Y., Harcourt 2.00

A story for boys about the New Hampshire woods
and Breck Townsend who wanted to photograph the
biggest and craftiest stag that ranged the hills.

Means, Mrs. Florence Crannell

Ju

Dusky Day; a college story. 271p. il. O c. Bost.,
Houghton 2.00

The life of Dusky Day and her brother Paul at a
university in southern California. For older girls.

Memoir of the life and work of Hanna Re

Grier Coome (A), mother-foundress of the Sisterhood of St. John the Divine, Toronto, Canada.

294p. il. O '33 N. Y., Oxford 4.00

Mendel, A.

New pocket pronouncing dictionary of the French
and English languages; French-English and English-
French. 636p. Ff (E. F. G. pocket ser.) '33 N. Y.,
[Appleton-Century] 1.00

Michel, Arthur Eugene

Roving the stamp world; including comments on
foreign government-stamped postal stationery. 176p.
il. D [c. '33] N. Y., Author, 132 W. 31st St. 2.75

Miller, Francesca Falk (Mrs. Franklin Miller)

Bi

Across the little space; the life story of Dr. Louis
Falk as told to his great-granddaughter, Dorothy
Cara Strong. 95p. il. O c. Chic., W. D. Bauman
Co., 865 Chicago Daily News Bldg. 1.50
This biography of an organist in Chicago during the
last part of the 19th century gives a picture of early
Chicago music.

Miller, Mrs. Helen Topping Miller

Fi

The flaming Gahagans. 309p. D [c. '33] Phil.,
Penn 2.00

Mary Florence, Sister

Surgical nursing. 192p. '33 Phil., Saunders
pap., 1.75

Moffett, Charlotte

Practical French charts. 26p. F '33 N. Y., Globe
B'k pap., 2.00, loose-leaf

Moynihan, Lord

Leadership in medicine. 48p. O (Walker Trust lec-
tures on leadership, no. 4) '33 N. Y., Oxford 1.00

New bartender's guide; telling how to mix all the stand-
ard and popular drinks called for every day. 126p. S
'33 Milwaukee, Caspar, Krueger, Dory pap., .50

The romance of Abby Gahagan who was the tallest
and had the reddest hair of all that gallant southern
family of proud, red-headed Gahagans.

Mitchison, Mrs. Naomi Margaret Haldane

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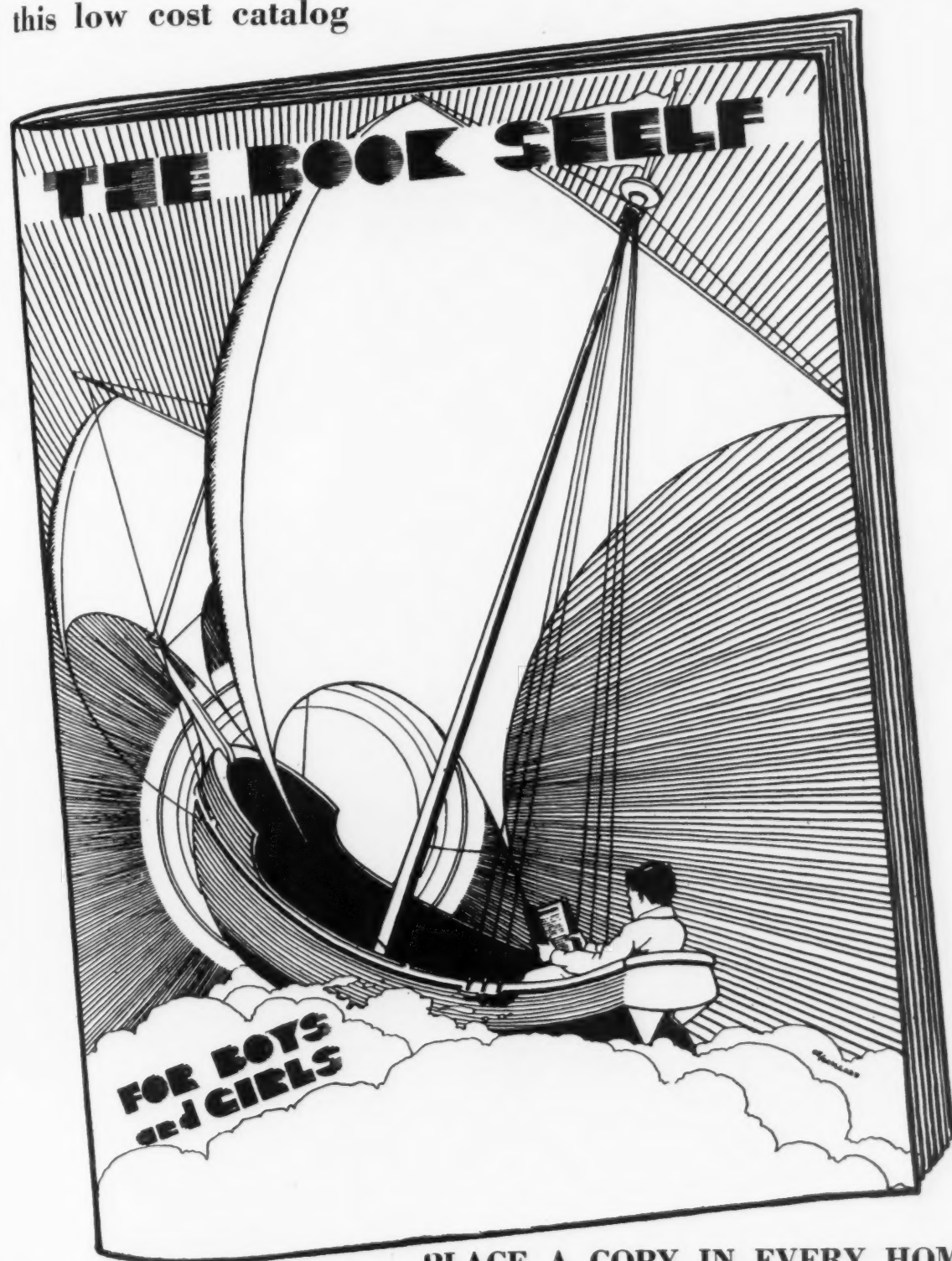
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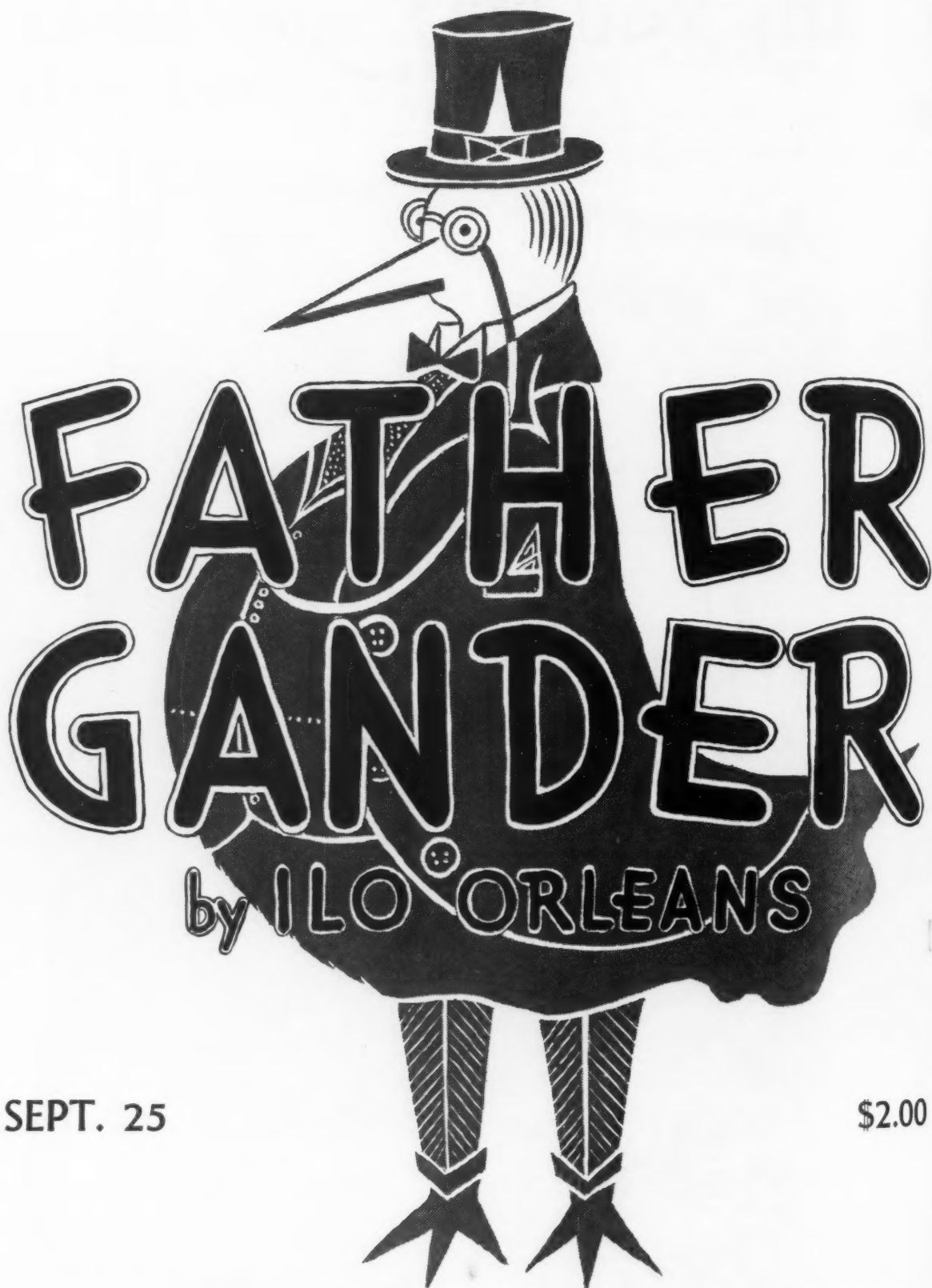
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